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ABSTRACT

Activities of the Corporation for Public Broadcasting (CPB) in its fiscal year ending September 30, 1977 are described in terms of television, radio, and other educational activities, as well as technology, legislation, long-term funding, human resources development, and general financing of public broadcasting. Other information includes CPB assessment of its goals and policy, services for public broadcasters and the general public, activities of the board of directors and officers, and detailed financial accounting for the fiscal year. (CMV)

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The Corporation for Public Broadcasting 1977 Annual Report

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The Corporation for Public Broadcasting Annual Report 1977

Public broadcasting in 1977 had come of age.

A unique institution by any definition, appreciated by a diverse television and radio audience of millions of Americans, public broadcasting today stands on the threshold of tremendous change following a decade of accomplishment: expanding audiences, increasing numbers of public broadcasting stations and accelerating financial backing from individuals, institutions and government appropriations.

Now, it is time to critically examine the reasons for successes and failures, efficiencies and weaknesses. Out of this examination should come a new set of priorities and long-range plans, and the institutional, financial and legislative changes that will be required to accomplish the goals.

After ten years there is still much to be done for public broadcasting. The accomplishments of FY 1977 are described in this annual report of the Corporation for Public Broadcasting.

Television, Radio and Educational Activities

The Television Activities Department continued its major role in public broadcasting, providing funds for high quality programs. There were programs of broad appeal as well as programs of interest to smaller audiences. The public broadcasting audience was measured in terms of "demographics" rather than "ratings" based on a raw head count. Expanding awareness of public television continued along with an increase in viewing time by the overall cumulative viewing audience.

Program funds were directed to the development of top quality, high-visibility programs and series, using the best talent from within and outside the public broadcasting community. Commitments were made for the support of 12 series, several of which had been continued from the previous fiscal year. Some had resulted from funds allocated for program Research and Development, the first step in the three-stage program selection process. The second step was the financial support of a Pilot or sample of the program; the third, Partial Underwriting, a CPB commitment that provides a producer with the ability to seek additional financial support elsewhere.

The Corporation allocated a total of $1,068,753 for Research and Development, $1,240,324 for Pilots and $8,796,040 for the support of Series.

Each program or series financially supported by the Corporation is expected to stand on its own after two years. Outside financial support, whether from the private sector, by public subscription or through the Station Program Cooperative, becomes the prime factor after the CPB "seed" money has run its course. Almost all the programs highlighted in this section received financial support from a variety of other sources ranging from the Station Program Cooperative to the National Endowment for the Humanities to the Exxon Corporation.

A marked increase in the Corporation's support of public affairs programs was showcased by the award-winning nightly *MacNeil/Lehrer Report*, an in-depth Monday-Friday news program usually covering a single subject ranging from national to international affairs, economics to politics, science to technology and culture to survival in the 20th century. Produced by WNET-TV in New York and WETA-TV in Washington, D.C., this news series draws information and guests from throughout the nation.

The *Federal City Project* provided live coverage of various federal government activities as they occurred. Produced by WETA-TV in Washington, D.C., the project is designed to cover major topics in Washington such as Congressional committee hearings, Presidential activities, the federal judiciary and the activities of federal agencies. Among the important hearings covered by *Federal City* were the Bert Lance and Panama Canal hearings, both covered gavel-to-gavel.

Presidential Campaign Debates and the new Administration's *Confirmation Hearings* were produced by WETA-TV.

In Search of the Real America, a series produced by Boston's WGBH-TV, explored the American system with host Ben J. Wattenberg, author of the *The Real America*, and challenged the "chorus of failure and guilt" espoused by the nation's critics at home and abroad. In its second season with CPB support, the series has explored big business, worker satisfaction, foreign policy, national politics and other pertinent subjects.

Over Easy, a program on aging, began a 26-week run on PBS on November 14, 1977, with a format designed to provide support, information and entertainment for an audience of all ages. Financially supported in cooperation with the Department of Health, Education and Welfare's Administration on Aging, which provided $2.23 million, the series is produced by KQED-TV, San Francisco.

Other public affairs programs supported by Corporation grants were *Woman Alive!*, a series of five one-hour documentaries by WNET-TV that explore attitudes by and about women and the changing view of women during the past 15 years; and *Eyewitness*, a series produced by KERA-TV, which re-enacts events from transcripts of oral history audio tapes.

CPB Support: Public Affairs Programs for Television

Federal City Project	$ 300,000*
MacNeil/Lehrer Report	500,000
In Search of the Real America	100,000
Presidential Campaign Debates	252,000
Confirmation Hearings	270,000
Over Easy	1,556,000
Woman Alive!	553,902
Eyewitness	300,000

*As of September 30, 1977.

To meet the need for public affairs documentaries, the Revolving Documentary Fund was authorized by the CPB Board of Directors in January 1977, to generate new documentaries for public television. The documentaries will be purchased by PBS stations and the monies will go to replenish the Revolving Documentary Fund.

The decisions for program selections were made jointly by the CPB and PBS professional staffs.

The productions selected under the Revolving Documentary Fund Program include:

Meet the Speaker, a 60-minute examination of the role of the Speaker of the House of Representatives and the activities of the speaker, Rep. Thomas (Tip) O'Neill, by WGBH-TV, Boston, produced by Nancy W. Porter;

Western Water Resources, a 60-minute analysis of a limited natural resource that examines the impact of the Western water supply on a number of issues, by WXXI-TV, Rochester, produced by William M. Berg;

An Element of Risk, a 60-minute investigation of the expanding use of plutonium as a nuclear fuel, by KCET-TV, Los Angeles, produced by Don Widener;

Wild Horses, Broken Wings, a 60-minute film that depicts a courageous and hard-working woman, her foster children and a horseback journey, by independent producer D. B. Jones, Stanford, California;

Juvenile Offenders, a 90-minute documentary that deals with the question of why young people turn to crime and the failure of the justice system to meet that challenge, by WNET-TV, New York, produced by Alan and Susan Raymond;

Song of the Canary, a 60-minute examination of hazardous substances as a serious occupational hazard, by independent producers Josh Hanig and Dave Davis of San Francisco and Santa Monica;

Drugs Along the Border, a documentary by KERA-TV, Dallas, produced by Kenneth Harrison and Steve Singer, showing how the drug trade works and why, in the peculiar circumstances of the Texas-Mexican border, it works so well;

The Energy War, a 90-minute film on the skirmish among major lobbyists over President Carter's energy proposals, by Pennebaker, Inc., an independent New York production agency;

Joe McCarthy: The Man and His Times, a 90-minute documentary that examines the life of Joseph McCarthy in an attempt to understand the source of his motivations, his role in the politics of the mid-20th century, and his legacy to the nation and the world, by WHA-TV, Madison, Wisconsin;

The New Klan, an hour-long film that explores the Ku Klux Klan in America, circa 1977, including in-depth interviews with several major Klan figures, by Image Audio, an independent production agency.

CPB Support: Revolving Documentary Fund

Meet the Speaker	*
Western Water Resources	$ 42,919
An Element of Risk	124,000
Wild Horses, Broken Wings	88,943
Juvenile Offenders	65,761
Song of the Canary	69,500
Drugs Along the Border	*
The Energy War	137,957
Joe McCarthy: The Man and His Times	*
The New Klan	109,701

**Under negotiation as of September 30, 1977*

The search for outstanding entertainment and cultural programs that were also informative and educational continued during FY 1977. *The Best of Families,* which appeared on television screens on October 27, 1977 in its first season, was one of the most carefully researched and historically accurate mini-series in television history. The series, produced by Children's Television Workshop (CTW), portrayed America's progress during the 1880-1890 period, and especially provided an authentic portrayal of ordinary people who were affected by events beyond their control during the development of modern, technological America.

Visions, a series of original dramas by contemporary American writers, many of them from minority groups and including women, provided an opportunity to create drama that has received positive critical acclaim.

The Corporation funded the second *Visions* series in FY 1977 and combined the productions of this project with

those of *Hollywood Television Theater*. At the same time, a third season commitment with funds allocated from FY 1977 and FY 1978 afforded production opportunities to other stations while 50 per cent of the production work remained with KCET-TV, Los Angeles, the originating station.

Live from Lincoln Center, produced by WNET-TV in cooperation with Lincoln Center, is a series of opera, ballet and musical performances. In its second season, the series displayed considerable refinements in live, on-stage film and broadcast techniques.

Dance in America, WNET-TV, is a series of high quality programs featuring the best American dance artists and displaying their contribution to the world of dance.

Realidades, a cultural series produced in a television magazine format, has reached a broad segment of Spanish-speaking Americans since the Corporation funded the first pilot and then the series. This weekly magazine, produced by WNET-TV, covers a variety of topics of particular interest to Spanish-speaking audiences.

Step-ups and acquisitions funded during FY 1977 totalled $683,306 and originated from both public television stations and independent producers. The step-up provides an opportunity for a program produced by a local station to be purchased for national distribution.

CPB Support: Cultural/Entertainment Programs

The Best of Families	$ 875,000	
Visions	1,000,000	2nd season FY 1977
Live from Lincoln Center	486,000	
Dance in America	474,514	
Realidades	553,902	

In FY 1977, one of the Corporation's most notable decisions was to participate in funding for the BBC series of 36 Shakespearian dramas, to be produced over a six-year period. Commitment was made for a total of $1.2 million for the full series, which will represent the first presentation of all Shakespeare's dramatic works.

In the first quarter of 1978, the Corporation entered into negotiations for substitution of its financial commitment by an alternative underwriter. The Corporation's participation in the Shakespeare project will continue, nevertheless. The Corporation will make ancillary educational materials available to public schools, colleges and universities, libraries and other nonprofit educational institutions for a period of 14 years.

In an effort to upgrade the experience level of television station operations personnel, the Corporation has supported a series of workshops to assist stations in developing operating proficiency. These workshops are similar to the Ten Cities Public Television Video Cassette Workshops which have addressed the use of small format video systems. Three other workshops held during FY 1977 were the Artists-in-Residence Program, Public Television Program Managers Seminars and the Arden House Film Seminar. Independent producers also have participated in these workshops and received funds that permitted them to attend. The advanced instruction and exchange of experiences at the professional level have proved highly successful.

Radio Activit

The Corporation is dedicated to provide direct and indirect support to qualified radio licensees and to promote the growth and development of a consistent and reliable public radio service at the local level to at least 90 per cent of the population. In addition, CPB directly supports public radio's production, acquisition, distribution and promotion of high-quality diverse programs for national use.

Radio licensees have received assistance in their efforts at increasing and diversifying non-federal financial support through effective development activities including fund-raising, awareness and public participation. The Corporation also has provided leadership in meeting the needs of special public radio audiences, through the uses of new and existing technologies, especially the Subsidiary Communications Authorization (SCA) subcarriers and satellites; and in the establishment and review of short- and long-range goals to develop an effective, long-lived radio service.

National Public Radio merged with the Association of Public Radio Stations (APRS) on May 4, 1977.

The reconstituted NPR now encompasses program acquisition, production and distribution functions as well as promotion, and the duties formerly assumed by APRS in representing public radio before the executive and legislative branches of government, the public and CPB.

A total of 21 public radio stations received CPB qualification and NPR membership through December 31, 1977. Some were new stations and others had been on the air for several years.

During FY 1977, 173 stations received Radio Community Service Grants (CSGs), marking the first time that CSGs were distributed on a proportional, incentive basis and reflecting each station's efforts in securing non-federal financial support. Stations participating in activities designed to promote increased financial growth, community involvement and awareness of public radio received additional CPB support. This new system of awarding grants was instituted with the overwhelming concurrence of radio station representatives. More than $6.1 million was distributed directly to the stations.

The same period saw six pre-license planning grants awarded by the Corporation under the Public Radio Coverage Expansion Grant Project. These grants assisted in the development of new, full-service CPB-qualified stations. Four previously granted Expansion Project stations began broadcasting during the past fiscal year. These four stations and the others developed under these grants will increase the reach of public radio by an additional 2.7 per cent.

The on-going Public Radio Coverage Expansion Grant Program continued through first quarter FY 1978. These expansion grants were designed to stimulate the development of strong public radio stations in areas of the country where service and a strong signal is unavailable. The program is targeted toward increasing the availability of public radio for 90 per cent of the U.S. population by the early 1980s. More than one-third of the nation's largest communities, each with an audience potential of 350,000 or more, were without public radio service at the program's inception in March 1975.

Today, public radio stations reach 65 per cent of the nation and during any given week some 4.3 million Americans listen to their local public radio stations.

One of the most rewarding radio projects funded by the Corporation was the Print-Handicapped Project, a one-year, $275,000 pilot project that set the framework for a new public broadcasting service for the handicapped. National Public Radio will distribute the pilot to local radio reading services for the blind and otherwise handicapped. Currently, more than 60 radio reading services across the country provide the reading of newspaper and other informational services for local print-handicapped audiences. The nationwide project will supplement these local program services.

Educational Activities

The Office of Educational Activities of CPB had devoted its resources to a number of projects that fell generally into these categories:

—Increasing awareness of the instructional services of public broadcasting;

—Collecting, analyzing and disseminating data of interest to public broadcasters, educators, legislators and other decision-makers;

—Reviewing program production proposals received by Television Activities for their potential usefulness for education;

—Supporting the development of printed materials that make feasible the adaptation of available programs for classroom instruction purposes;

—Assisting CPB's Office of Engineering Research on experiments with various non-broadcast technologies to assess their suitability for expanding instructional program services;

—Providing financial support for activities and organizations that bring broadcasters and educators together to share ideas and discuss activities.

With each passing year, public broadcasting has participated to an increasing degree in the education of the nation. Radio and television have the unique capability to stimulate, motivate and enhance the delivery of information. Recognizing the importance of educational television and radio, CPB has actively been supporting ways in which each medium can best meet the needs of learners of all ages.

In April 1977, CPB launched, with equal financial support from the National Center for Education Statistics, the first nationwide School TV Utilization Study in an effort to obtain an accurate picture of the availability of instructional television, the actual use of such programs for instruction, the commitment and attitude of teachers and administrators to instructional television as a teaching tool, and the identification of obstacles to effective use.

Preliminary results announced in early November 1977 indicated that an estimated 15 million elementary and secondary school students, or more than 31 per cent of all school children, regularly received instruction from some 727,000 teachers who used instructional television as a teaching tool during the 1976-77 school year.

The CPB/PBS Television for Learning Project moved into its second phase. Supporting materials, supplied by the Corporation-funded project, and sessions to train station learning services directors and public information specialists helped 177 public television stations engage in activities to expand awareness among educators and the general public about the instructional services they provide.

In mid-January 1977, the Board of CPB authorized its first support of a program project designed solely for in-school use. The Agency for Instructional Television's Essential Learning Skills Project received $218,528 for an experimental production phase, focusing on reasoning and study skills with a review of communications and mathematics skills. If the experimental phase proves successful, CPB anticipates major support for this series.

Corporation financial support for the experimental phase was granted on a matching basis to enable additional monies to be sought from state and local authorities. To date, 35 U.S., state and Canadian provincial agencies are participating with CPB in supporting this project, in which educators make the final decisions about the educational content of the programs.

As a follow-up to the FY 1976 NPR education study, the Office of Educational Activities made its first venture into the multiple uses of instructional radio. It provided support for Newark Public Radio, Inc. in a distribution study on the potential of multiple delivery systems. Using FM main channel, FM subchannel school intercom and audio cassettes, Newark expanded the utilization of its radio services.

Concurrently, emphasis has been placed on the development of ancillary printed material to assist educational use of general audience programming. One example was support for teacher guides to accompany *Studio See*, a children's television program which will be aired during daytime hours with extended recording rights to permit maximum education use.

Technology

Public broadcasting faces its greatest challenge as well as opportunity with the advent of the satellite interconnection that will become partly operational in 1978. Although the complete public television satellite interconnection will not become fully operational until early 1979, part of it will be phased-in during the second quarter FY 1978.

Once fully operational, it will provide for the first time a direct interconnection for all public television stations in the contiguous United States and Alaska and Hawaii along with Puerto Rico and the Virgin Islands.

This satellite interconnection system — a $39.5 million capital project paid for largely by the Corporation — will provide each public television broadcaster with a choice of four separate programs simultaneously. The programs will be available to all public television stations for immediate airing on a real-time schedule or for recording for later broadcast.

A similar system for public radio was in the final stages of planning at the close of FY 1977 and during the first quarter of FY 1978.

At the end of November 1977, construction of satellite receiving antennae was completed at eight television stations with an additional 15 completions scheduled for the year's end. Groundbreaking had been completed at more than 100 sites by the end of first quarter FY 1978. A total of 150 ground terminals will be constructed to serve nearly 275 stations. Five regional transmit-receive ground terminals for program organization are currently planned and all are scheduled for completion by late summer 1978.

The imminent satellite interconnection for television and later for radio will provide public broadcasters with an unprecedented degree of flexibility. The satellite will make possible wider program selection through a nationwide distribution system capable of delivering four programs at the same time. Terrestrial facilities are limited to transmitting only one program during a given time period.

The satellite interconnection represents a quantum jump for public broadcasting. It will present at the outset some operational problems as well as expanded opportunities. One major problem for television is filling the satellite interconnection transmission hours with high-quality programs. Opportunities, on the other hand, are represented by the increase in available broadcast time for additional programs that will enable public broadcasters to develop, produce and broadcast more programs.

The State of Florida, sensing an opportunity to participate at the beginning of this space-age interconnection program, allocated $250,000 for its own receive-transmit "uplink" with a request that the Corporation arrange its construction. The Florida uplink will provide various types of program services, including instructional television and public affairs coverage of the legislature for its widely dispersed public television stations.

Another example of the innovative programs available at the local station level was the special coverage that a satellite interconnection made possible for KCET-TV. The Los Angeles public television station experimented with local coverage of the November 1977 National Women's Conference in Houston by way of a patchwork interconnection, using the RCA satellite to receive the television transmission from Houston.

In June 1977, the Corporation supported special studies by the stations and the regional networks to devise an appropriate management structure and policies to guide the use of the satellite interconnection. By the end of FY 1977, a basic set of policies had been developed for consideration in FY 1978 by all qualified public television stations and PBS.

The impact of the satellite interconnection and the resulting demand for additional programs as yet cannot be fully assessed. As the system is assembled and developed, the challenges that stem from the application of the satellite interconnection will require imagination and innovation in program development and selection. In this respect, the future of public broadcasting is virtually unlimited.

While the satellite interconnection represents public broadcasting's greatest technical advance, the Corporation has continued to lead in the area of technological development. The Corporation has continually recognized its responsibility to the far-flung rural areas of the nation which are difficult or impossible to reach by conventional broadcasting techniques, and thus have been deprived of the educational and cultural resources commonly available in the larger cities. Moreover, the Corporation is also aware that the program needs of the nation's larger cities are not as homogeneous as once thought and that there is a need to provide for disparate, identifiable ethnic and social groups within the modern American city.

Both of these tasks—service to rural America and service to specific groups within urban areas—cannot be accomplished within the limits of existing technology and existing spectrum allocation policy.

For service to rural areas, the technological horizon holds a new breed of shuttle-launched satellites such as the current SYNCOM IV design which NASA is studying. The Corporation has been instrumental in providing momentum for this technology. When used in conjunction with the small earth stations that CPB helped to develop for NASA, ATS-6 experimental communications satellite and the mini-TV stations that the Corporation pioneered in Alaska some years ago, this technology holds the potential to provide all Americans with access to public broadcasting.

The Corporation has also addressed the problem of providing additional channels within urban areas, either through new broadcasting outlets presently constrained by spectrum allocation problems, or through the use of innovative technology such as cable television, Instructional Television—Fixed Services (ITFS), Multipoint Distributing Service (MDS), video cassettes or discs and other innovative means.

A number of different experiments and demonstrations were carried out in San Diego, California, at KPBS-TV; Toledo, Ohio, at WGTE-TV; Spokane, Washington, at KSPS-TV; Newark, New Jersey, at WBGO-FM and at Southern Educational Communications Association (SECA) involving the use of satellites, cable, both video and audio cassettes, ITFS, and SCA subcarriers and FM stations for the blind in an effort to provide community service beyond that available through present radio and television frequencies.

Funds were provided for engineering studies and testing of present home UHF antennae in an effort to improve manufacturing standards to produce antennae with improved reception capability.

The Corporation developed a Table of Allocations for the non-commercial FM band which would allow additional growth and development of public radio stations throughout the nation.

Corporation support for the development of an improved SCA receiver, based on studies of SCA specifications and test procedures, is expected to substantially lower the cost of these receivers.

The Corporation filed engineering and legal briefs in preparation for the 1977 and 1979 World Administrative Radio Conferences held to determine worldwide frequency allocations through the end of this century. The CPB plan for an expanded AM spectrum was adopted by the Federal Communications Commission.

The Corporation's efforts also resulted in acceptance by the FCC of a proposal to open up a completely new band of radio frequencies in the United States for low-frequency broadcasting. In this same proceeding, the Corporation defended the use of the UHF spectrum and presented technical arguments for frequency bands for satellite broadcasting.

Inasmuch as the great majority of public radio stations are in the FM band, the Corporation has voiced its concern that automobile radios be manufactured with both an AM/FM receiving capability that would make possible wider reception of public radio programs. This concern again was expressed in September 1977 hearings of the House of Representatives Subcommittee on Antitrust, Consumers and Employment of the Committee on Small Business. Based upon two special studies it had commissioned, the Corporation voiced its conviction that the American radio manufacturing industry can—if motivated—produce a new breed of AM/FM radio receivers using new micro-circuit technology at cost increases substantially less than those presently in force.

This change in manufacturing procedure would benefit the American people and provide a new capability for public radio reception in the FM band.

Among the Corporation's other technical studies were reports on small satellite receiving antennae for radios, UHF "noise" affecting the performance of television sets, and UHF "taboos"—FCC regulations that prevent certain UHF channels from being used because they interfere with broadcast signals.

Legislation and Long-Range Funding

A decade after the signing of the Public Broadcasting Act of 1967, approximately $450 million in income was reported to have been received in FY 1977 by the various elements of the public broadcasting community. Clearly, this annual flow of money which had been less than $70 million ten years ago would continue to increase for the 452 CPB-qualified television and radio stations which, in turn, also were expected to grow in number each year.

In addition to 58 per cent of its appropriation distributed annually to the television and radio stations in the form of Community Service Grants, the Corporation pays for the PBS and NPR station interconnections, along with a variety of common services such as minority and women's training, communication research, technology studies and improvements, and the development of innovative programs for television and radio.

The passage of the Public Broadcasting Financing Act of 1975 gave the Corporation its first combination multi-year authorizations and advance-year appropriation. For the first time public broadcasting achieved a funding mechanism at the federal level which provided a degree of insulation from undue political pressure and a planning capability beyond current fiscal year operations. As part of the 1975 Act, a matching funds mechanism was established whereby the Corporation would receive federal support based on a ratio of one federal dollar for each $2.50 raised by the stations from other sources. For example, funds for television programs—often an 18-month cycle from research to production—could be committed in advance. Station managers would be able to direct their respective organizations in a more business-like manner if they could plan ahead one or two years or longer with some degree of certainty, predicated on the knowledge that a specific amount of operating capital would be available at a specific time.

Passage of the Public Broadcasting Financing Act of 1975 provided the two elements critical to any insulated long-range financing: multi-year authorizations and advance-year appropriations. Both principles were advocated in the Carnegie Commission report on educational television in 1967.

In order to assure the continuation of these key financing elements for Fiscal Years 1981 and beyond, a Tri-Partite Task Force was formed in February 1977 to develop a plan. The Task Force, composed of staff and Board members of the Corporation, PBS and NPR, pooled their combined expertise and wisdom to report out the following July a fiscal proposal entitled "Public Broadcasting Finances: A Profile and Projections."

The report cited current and projected funding requirements for public broadcasting and called for a new five-year extension of the Corporation's present authorizing legislation, with minor modifications, for the years 1981-1985. On July 15, 1977, a formal request for Administration support of the Tripartite Task Force recommendations was submitted to the White House. The recommendations underscored the concept of advance-year authorizations and appropriations as essential to the growth and development of public broadcasting.

Despite the experience of a decade of growing pains, public broadcasters still faced many of the same problems that have existed since passage of the Public Broadcasting Act of 1967. The greatest problem is to attain sufficient federal and non-federal financial support.

The Tripartite Task Force concluded:

—After a decade of federal support, public broadcasting's income from all sources for both radio and television was less than each of the commercial television networks spent on programming alone that same year.

—Less than 28 per cent of public broadcasting's income came from federal sources. Of the non-federal income, just over 41 per cent came from tax-based sources such as state and local governments, school boards and state institutions. Almost 31 per cent of the remaining income came from voluntary, non-taxed-based sources, or from individuals, businesses, foundations and private higher education institutions.

—About 60 per cent of the monies spent at the local level went for the production, acquisition and scheduling of local public television and radio programs, and for broadcasting and promotion. On the national level, the concentration was even higher, with 84.7 per cent of

the funds going for programs and their distribution and for program information and promotion.

—After corrections for inflation and expansion, a gradual growth for public broadcasting at a projected four per cent per annum will continue to 1985. Although not spectacularly rapid, this steady growth and increase in income should produce an even more concentrated focus on programs and program-related activities.

—The matching ratio should be set at a 2 to 1 level.

—Task Force request for appropriation ceilings were:

1981	$ 210 million
1982	230 million
1983	250 million
1984	275 million
1985	300 million
Total	$1,265 million

In early October 1977, President Carter sent to the Congress his proposals for the future federal financing of public broadcasting. The President's message and draft legislation proposed authorizations and advance-year appropriations of up to $1.04 billion for the five years beginning with FY 1981, based on the matching of federal to non-federal income at a ratio of one federal dollar to $2.25 received by the public broadcasting community from other sources.

The President's proposed legislation and interest in improving public broadcasting was welcomed by the CPB Board which gave general endorsement to its broad outlines. However, the Board declined to take an official position on some of the proposed specifics of the legislation pending further study and clarification by the Administration.

In 1977, the Subcommittee on Communications of the House Committee on Interstate and Foreign Commerce launched a series of hearings examining the Communications Act of 1934, legislation enacted at a time when only the telephone, telegraph and radio were part of the American communications scene.

In early September 1977, the hearings addressed public broadcasting, and the initiatives of the House Subcommittee on Communications dealt with various legislative "options" for the future of public broadcasting, treating public broadcasting's structure, technology, public participation, financing, program production and acquisition processes.

Almost ten years after the Public Broadcast[illegible] of 1967 was signed into law, the Carnegie Co[illegible] agreed to form a second Carnegie commission to study the future of public broadcasting. The Carnegie Commission on the Future of Public Broadcasting was created at the urging of CPB's Board of Directors in a resolution of June 1976 that asked for a second look at public broadcasting after nearly a decade of significant achievements mixed with significant shortcomings.

"Being very much aware of the limitations of self-evaluation," declared the joint statement of the Corporation's Board Chairman, W. Allen Wallis and Vice Chairman, Dr. Gloria Anderson, at the Carnegie Commission's first public hearing on October 21, 1977, "we asked for the creation of a new Commission—one that might again provide dispassionate evaluation and recommendations regarding public broadcasting's growth and development since 1967, and also regarding CPB's own effectiveness during this period and its role in the years ahead."

The joint statement applauded the reconstituted Commission as a "trusted counselor . . . a wise old friend," and pledged fullest cooperation and confidence in the findings and recommendations that will be issued in early 1979.

Human Resources Development

It was the aspirations of minorities and women for a place in public broadcasting that gave impetus to the Corporation's creation of a Department of Human Resources in March 1976. Just one year later, the CPB Board created a new vice presidency for Human Resources to reflect its greater emphasis.

Among the active programs developed by HRD and carried out during FY 1977 and through the first quarter of FY 1978:

Consultation on program matters to insure fair and balanced treatment of women and minorities in program proposals and participation in all stages of program proposals submitted to the Corporation.

Human Resources Seminars designed by HRD which supported three seminars to assist station management with problem-solving in the sensitive areas of personnel, management, EEO and affirmative action. The HRD staff offered expertise in Affirmative Action planning, training and development opportunities, personnel management, and job performance evaluation methods.

The Task Force on Minorities in Public Broadcasting which travelled the country to assist stations in their efforts to increase minority participation. The Task Force initiated research to update and assess data about audience and station problems related to minority involvement in public broadcasting. The most extensive study of the status of minorities in public broadcasting undertaken to date, the project's findings will be accompanied by specific recommendations.

Reports submitted to the Congress exploring the status of women and minorities in public broadcasting. The first report, transmitted in January 1977 was a comprehensive statement of the Corporation's activities in the areas of EEO, employment and affirmative action, industrywide training and development, cooperative projects with other national public broadcasting entities, and women's and minority programs. The second report, published in April 1977, was an extensive analysis on employment and utilization of women and minorities in public broadcasting. The report utilized, for the first time, a new system of data collection and analysis designed to provide more detailed statistical information for the entire industry. The third report detailed the history of the Minority, Women's and In-Service Training Grant Programs as well as other training experiences financed by the Corporation.

Women's Training Grants, designed to provide training and employment opportunities in positions in which relatively few women are employed. Among the jobs for which women have been trained in the program are engineering technician, program director, executive producer and assistant station manager. In FY 1977, CPB made grants totalling $448,539 to public television stations employing the 37 women who were selected as CPB women trainees. Since its inception in early 1976, 71 women at public television and radio stations throughout the nation have received CPB grants worth a total of $651,539 with their respective employers committing a matching amount.

Minority Training Grants, awarded to 38 public television and radio stations throughout the country to provide training to individuals in a wide range of jobs extending from station program manager to producer/director. Since its inception, this program has awarded 150 grants worth $1,146,170 with a like amount matched by the stations for a total of $2.2 million expended for training.

In-Service Training Grants Program, designed to provide training opportunities to individuals currently employed at public television and radio stations. In FY 1977, 95 applications were received in the first experimental round and 44 grants were awarded.

Conferences during the year supported by the Corporation were held to enhance opportunities for female and minority broadcast professionals. Among the meetings held were the Minority Writers Conference, Minority Producers Conference, and Women Producers Conference.

Public Broadcasting Personnel Service, known as People and Careers in Telecommunications (PACT), underwritten by the Corporation and administered by the National Association of Educational Broadcasters (NAEB). By the end of FY 1977, PACT had begun serving as a center for public broadcasting job placement in all employment/job categories and with particular emphasis on the listing and placement of minorities and women.

The Office of Women's Activities provided support for the coverage of the National Women's Conference in Houston,

Texas; established a Professional Career Development Project for Women in the industry and created *Equal Access*, a newsletter for women in public broadcasting.

The Joint Committee on Training and Development (JCTD), working with PBS, NPR, NAEB and HRD representatives, participated in the implementation of a variety of industrywide programs in order to eliminate duplication of effort.

The Corporation's personnel policies continued to set an example for the public broadcasting community. During FY 1977, more than 4,000 applicants wrote letters inquiring about jobs at CPB; more than 1,000 were women. Of the total number of job applicants, 539 representing a cross-section of the nation's population were personally interviewed by the Personnel Department.

Current Financing of Public Broadcasting

At the time the books were closed on September 30, 1977, the Corporation had distributed $116,844,954 for the 15-month period that began on July 1, 1976 and ushered in FY 1977. The funds were expended for the following activities:

—A total of $67,659,805 for direct support to local television and radio stations primarily in the form of Community Service Grants, and Coverage Expansion Grants for new or upgraded radio stations.

—$14,351,952 to support the research and development, preparation of pilot programs and productions of national programs or series for public television.

—$15,144,853, to support the national distribution of public television programs.

—$8,383,670 to support the production and distribution of public radio programs.

—$4,677,073 for the support of other grants and projects of benefit to public broadcasting including, but not limited to, minority and women's training grants; recruitment and placement of individuals in public broadcasting, particularly women and minorities; engineering research and development projects; and projects to enhance the utilization of public broadcasting materials in education and similar activities.

—$3,017,058 for the salaries and related support costs to administer the aforementioned projects and activities.

—$3,610,543 for the salaries and related expenses required to provide the overall direction and administration of the Corporation, including occupancy costs, telephone costs, accounting personnel, Board of Directors and other similar activities.

Under the terms of the Public Broadcasting Financing Act of 1975, specified shares of CPB appropriations were annually passed through to television and radio stations. These statutory pass throughs called Community Service Grants (CSGs) are paid directly to public television and CPB-qualified public radio stations.

Historically, the Corporation's allocations for CSGs have exceeded statutory requirements. Television CSGs were established by a 1973 agreement with PBS. Radio CSGs are set after consultation with NPR.

Public television stations receive a base grant, uniform for all stations, and a variable grant in proportion to the funds raised by the stations from other sources.

The Corporation's appropriation of $107.15 million for FY 1978 represented an increase of about four per cent over the FY 1977 appropriation of $103 million.

The Corporation requested a FY 1978 supplemental appropriation of $12,050,000 based on the total of non-federal revenues of public broadcasting entities in FY 1976. The supplemental request is designed to permit the public broadcasting community to receive the amount authorized by the Public Broadcasting Financing Act of 1975, as based on such revenues, but not yet fully appropriated.

Also, the Corporation had requested $160 million and the Congress has approved an FY 1980 appropriation of $152 million.

The Corporation, under the Public Broadcasting Act of 1967, is mandated to "support a national policy that will most effectively make non-commercial educational radio and television service available to all citizens of the United States . . . facilitate the development of educational radio and television broadcasting and to afford maximum protection to such broadcasting from extraneous interference . . . or control of program content or other activities."

Moreover, the 1967 legislation directs the Corporation to participate in the program area "by grant and contract" with diverse sources of program production, including "selected non-commercial educational broadcast stations . . ." Hence, CPB has supported a number of series and programs.

The Corporation's efforts on behalf of public broadcasting is sustained by a well-qualified staff. One key element in the CPB corporate structure is the Office of the General Counsel which provides a wide range of legal services to the Corporation's Board of Directors, its officers and professional staff.

The Office of the General Counsel provides counsel and advice to the Board of Directors and its officers on public broadcasting matters of legal or public policy significance and to operating staffs on legal and regulatory aspects of the Corporation's work, represents CPB's legal or policy interests in a wide range of business and legal negotiations and represents CPB before agencies and in various executive and legislative proceedings.

During FY 1977, important General Counsel activities included interpretations of public broadcasting's authorizing legislation and various federal laws affecting Equal Employment Opportunity in public broadcasting; Affirmative Action plans and procedures; minority and women's training programs; and the drafting and review of guidelines and procedures related to non-federal financial assistance received by public broadcasting entities for certification to the Secretary of the Treasury.

The Office of the General Counsel also established the legal framework for CPB assistance to public broadcasting licensees for the satellite interconnection and coordinated the legal effort involved in FCC licensing of public television and radio satellite earth stations, the Main Origination Terminal and other aspects of the project. In addition, the office developed or maintained agreements under which CPB provides financial assist-

ance or other consideration for the interconnection of public broadcasting stations, and for the production or acquisition of broadcast properties for the benefit of public television or radio stations, and provided advice and counsel on general CPB business matters including contract administration, personnel policies and procedures, labor relations, real estate, patents, copyrights, serious audit findings and tax and related matters.

As the Corporation's counsel in all legal proceedings, the Office provided or coordinated CPB representation in major judicial and regulatory matters including the Network Project lawsuit, a civil action against CPB, PBS and other parties. The suit, to be carried to the Supreme Court, alleges violation of the First Amendment and certain provisions of the Public Broadcasting Act of 1967 and plaintiffs seek damages in the amount of $100,000.

In other legal representation, the General Counsel's Office has participated in FCC proceedings regarding FM allocations, UHF improvements, and "commercialization" of noncommercial broadcasting.

A Contract Administration Department was established in FY 1977 within the Office of Administration and Finance to coordinate and administer all CPB contracts.

The Office of the Vice President, Finance and Administration, and Treasurer functions in both an internal and external role. Externally, the Corporation's administrative and financial departments are in direct contact with the public broadcasting community.

During FY 1977 auditors from the External Audit Department visited 57 public television and 52 public radio stations and five other related organizations. They advised, reviewed and evaluated the accountability of recipients of the Corporation's funds. They also prepared guidelines and reviewed and evaluated the accuracy and reliability of non-federal revenue reported by licensees. The audits determine the recipient's accountability for the Corporation's funds as well as the accuracy of the reported non-federal revenue, accumulated and certified to the Secretary of the Treasury for annual appropriations. The non-federal revenue is also used to determine amounts of financial support distributed to the individual stations.

Financial Management, an internal department disburses all monies, including CSGs, program grants and other CPB financial support. Along with receiving all monies for the Corporation, Financial Management accounts for all CPB funds, manages all monies and is responsible for filing tax returns and disbursing the corporate payroll.

The Budget and Management Office assembles the Corporation's annual departmental financial requirements, examines their validity and monitors the various department operational expenditures.

A key element in the Corporation's administration as it relates to day-to-day operations and the public broadcasting community is the Management Information Systems (MIS) Department.

Key MIS information and data processing services include processing and storage of non-federal financial support statistics, employment practices and facilities, as well as administrative processing in such areas as computing CSGs.

Primary source of data for these activities are the public broadcasting stations which are periodically surveyed for up-dated information for the Corporation's computerized data base. The latest analytical techniques are applied to the data to produce special reports on various aspects of the status of the public broadcasting system, and the necessary summaries required by the Corporation's management and planning staffs.

In early 1977, MIS, previously known as the Information Systems Office, was given a broader role in serving the public broadcasting community, reflecting the Corporation's responsibility for providing information resources to the entire system. This major development project improved the Corporation's ability to summarize historical data and compare multi-year financial and employment data of individual stations or by groupings of stations or licensees.

Information was provided by MIS to PBS and NPR of financial, employment and other data summaries. Station managers were provided with multi-year summaries of data they had reported earlier to MIS. MIS assisted station administrators in filling out certification surveys and expedited reports to the Corporation's External Audit Office.

The MIS also produced two semi-annual station directories listing the principal staff of all public television and CPB-qualified radio stations.

Services for Public Broadcasters

In an effort to better serve the public broadcasting community in general and the public television and radio stations in particular, greater emphasis was placed on

the role of the Corporation's Office of Communication Research (OCR). One such major OCR project conducted in cooperation with the Department of Health, Education and Welfare's National Center for Education Statistics (NCES), produced two basic resource study documents, one covering the years 1974-76 and the other for 1977.

The study, *Public Television Programming by Category: 1976,* disclosed that public television stations had increased their total program air time by 17 per cent and the number of programs broadcast by 16 per cent during the two-year period ending in 1976. The study also reached the following conclusions:

—programs distributed by PBS in 1976 increased 29 per cent over the 1974 level.

—the average public broadcaster in 1976 offered 7,607 programs covering 4,542 hours for an increase of 1,060 programs (16.2 per cent) and 670 hours (17.3 per cent over 1974 averages).

—broken down by program source, 18 per cent of all public television programs are produced by major public television organizations; 31.8 per cent by other public television organizations and stations; 14.8 per cent from CTW; 11.9 per cent from local production and 8.5 per cent from independent producers.

—foreign/co-production centers accounted for 5.4 per cent of the programs.

—program broadcast hours—69.3 per cent of all program hours originated from PBS; 10 per cent from local sources; 6.2 per cent from regional/state sources and 14.5 per cent from all other sources.

—locally produced programs, 10.1 per cent of all air time in 1976, showed an increase of 18 hours annually per broadcaster. About 30 per cent of all programs produced locally is instructional followed by 28.8 per cent for news and public affairs.

During January-February 1977, OCR launched a national survey to investigate public television awareness and viewing, and reactions to on-the-air fund raising and programs. The survey was virtually identical in procedures to one performed and reported one year earlier. The latest survey has provided public broadcasters with a measure of changes in public reaction to public television in the intervening year.

The survey, which attracted wide media interest, was delivered in the form of four reports: *Awareness and Viewing, On-Air Fund Raising, Programming,* and *Methodology.*

In April 1977 OCR, in coordination with PBS, began experimenting with new procedures for collecting station carriage and national rating data. Prior to the new system, national audience estimates were sampled during four weeks in March and four weeks in October. Under the new procedures national audience data is collected over ten one-week periods, about one week per month, and one four-week period in March. The new system is designed to provide the public broadcasting system more frequent audience data with less time delay.

A National Public Radio/Public Radio Awareness and Listening Survey was conducted by OCR in February 1977 and again in May in a successful effort to determine the public's awareness and use of NPR and local public radio stations. Respondents who reported having listened to their local public radio station were asked "why" they listened. Awareness of the NPR network is 23.4 per cent, according to this study. Those who claimed they had tuned in to public radio at one time or another were 16.1 per cent of the respondents while 5.9 per cent said they had listened during the seven days prior to the survey. The most frequent reason given for listening to the public radio was for the music programs.

Among other surveys and studies undertaken by OCR were:

—*Arbitron Radio Audience Estimates April/May 1977* obtained and distributed to NPR and all CPB-qualified public radio stations. This information also will serve as the basis for the planned computer information radio data base.

—*Investigation into the Effects of Cable on Public Television,* a two-part survey. One part is an analysis of some 2,500 Arbitron TV diaries for both cable and conventional television homes in 13 markets. The second part includes a survey of the effects of cable television on fund-raising contributions to public television.

—*Minority Segmentation Study* co-funded by OCR with the John and Mary Markle Foundation, a nationwide survey to segment the national population on needs and interests. The Corporation is funding an oversample

of minority groups, specifically blacks and Hispanics, in conjunction with the national sample in order to improve the stability and reliability of the data for these minority groups. The basic purpose is to gather information which will be of material benefit in financially supporting programs to address the needs and interests of these minorities.

CPB and the Public

The Corporation's interaction with the public sector is intended to produce two results: greater public awareness of public broadcasting and public participation in the processes which lead to CPB policy. In FY 1977, activities of a diverse nature helped to focus upon those goals.

The CPB Office of Public Affairs (OPA) produced publications and disseminated information that related to significant policies and projects of the public broadcasting community and the Corporation. Through the annual report, the bi-weekly *CPB Report*, brochures and booklets, news releases and direct media contact, CPB provided to the general public, the public broadcasting community and other appropriate audiences information related to such issues as legislation; financing; long-range planning; station developments; activities of the national entities; program support; technological developments; research findings; and public participation.

Activities engaging the direct involvement of the public ranged from advisory groups, panels of experts and task forces to education and training of volunteers. In April 1977, the OPA completed codification of 62 activities and 358 organizations which were involved in CPB's departmental activities.

The Corporation's primary source of public participation from 1969 to 1977 was the Advisory Council of National Organizations (ACNO), representing more than 70 major professional, public interest, educational and religious organizations whose collective constituency numbered in the millions.

On September 14, 1977 ACNO submitted a resolution to the Corporation's Board of Directors recommending that the Advisory Council of National Organizations to CPB "be dissolved and that a nationwide discussion of new mechanisms to improve public participation in public broadcasting be established." This resolution also underscored ACNO's primary role:

ACNO has without any doubt served in the past as an effective means for bringing to the attention of CPB and of other related groups, including the Congress, major national concerns and recommendations for their solution. Its contribution to the growth of public broadcasting and its support at a local and national level is widely recognized.

ACNO has served CPB for eight years and in the process has heightened an interest in public broadcasting and awareness of its problems among the national organizations participating in it. But the times call for new methods and new structures to answer the many challenges now facing not only CPB, but public broadcasting as a whole. The national organizations comprising ACNO must participate freely and independently in the coming debate over public telecommunications and its future. At the same time these national organizations will seek to assist in the development of new mechanisms that will insure public participation in the non-commercial system.

In accepting ACNO's unprecedented decision to dissolve, the Corporation's Board declared that "the Board expresses its appreciation for the advice and counsel and other services that ACNO has rendered to the Board and which have served to assist the Board in formulating the policies that guide CPB's actions and that ultimately affect all of public broadcasting and its publics."

An in-depth survey of public participation in public broadcasting by the research firm of Yankelovich, Skelly and White, Inc., whose findings were released in May 1977, confirmed the general views held by many people associated with public broadcasting that participation practices required serious review to become more effective.

An important observation underscored in the report was that station managers have differing opinions and perceptions about the issue of public participation, both among themselves and in comparison to the national view.

At the end of FY 1977, the Board instructed its Public Affairs Committee "to study ways in which new mechanisms to improve public participation in public broadcasting can be developed and established."

In the first quarter of FY 1978 the Committee engaged in the development of plans for a task force structure that would assist in the conception of new methods by which the public can be part of public broadcasting's growth.

CPB's Board of Directors and Officers

*"The Corporation shall have a Board of Directors . . . consisting of fifteen members appointed by the President, by and with the advice and consent of the Senate. Not more than eight members of the Board may be members of the same political party. The members of the Board . . . shall be selected from among citizens of the United States . . . who are eminent in such fields as education, cultural and civic affairs, or the arts, including radio and television . . . [and] selected so as to provide as nearly as practicable a broad representation of various regions of the country, various professions and occupations, and various kinds of talent and experience appropriate to the functions and responsibilities of the Corporation."**

At the end of 1977, the Corporation's Board included Directors who had been appointed by Presidents Johnson, Nixon, Ford and Carter. Although Board members are not officers or employees of the government, they are accountable to the public through the Congress, for the guidance of the Corporation toward its statutory purposes, and for the prudent management of its resources.

During FY 1977 the Board continued its efforts to hear directly from the American public by holding open-forum meetings in Denver, New Orleans, Washington, D.C. and Seattle. In Seattle, the open-forum session was aired for the first time over public broadcasting facilities.

Meetings outside of Washington, D.C. also provided opportunities for the Board to consult with opinion leaders and station managers and to build greater public awareness of public broadcasting.

During FY 1977 the Board met monthly in regular session or in committees. At its annual meeting in September 1977, the Board determined to meet in regular session every other month and in committees during alternate months.

There were several Board changes in FY 1977 and during the first quarter of FY 1978. On March 9, 1977, Robert S. Benjamin resigned as Chairman and Thomas W. Moore resigned as Vice Chairman. W. Allen Wallis was elected Chairman and Dr. Gloria Anderson was elected Vice Chairman. Mr. Benjamin was elected Chairman Emeritus.

At the annual meeting in September 1977, Chairman Wallis and Vice Chairman Anderson were re-elected.

In October 1977 Sharon Percy Rockefeller of Charleston, West Virginia, and Gillian M. Sorensen of New York City, were nominated by President Carter to replace Mr. Benjamin and Mr. Moore, whose terms had expired in March 1976, but who continued to serve, pursuant to law, until their successors were confirmed by the Senate in October 1977. President Carter also nominated Irby Turner, Jr. of Belzoni, Mississippi to serve on the Board, but Senate confirmation hearings had not been completed by the end of 1977.

In June 1977 the Corporation's Board elected Cortland Anderson to the post of Executive Vice President, replacing Scott S. Miller who resigned in March. In September, Donald R. Quayle, Senior Vice President, Broadcasting, resigned. Also in September Thaddeus Garrett, Jr. was elected Vice President, Human Resources.

Dr. Ben Posner, Vice President, Finance and Administration and Treasurer of the Corporation, retired in November and the Board elected James B. Cardwell to this post.

On December 13, after slightly more than five years as president of the Corporation, Henry Loomis disclosed his intention to retire not later than the annual Board meeting in September 1978. In an exchange of correspondence with W. Allen Wallis, chairman of the Board. Mr. Loomis wrote that it was time, "that my plans should now be made public to give the Board ample time to select my successor." Emphasizing that it was imperative that the presidency of the Corporation be changed in an orderly manner, Mr. Loomis declared that he was prepared to step down as soon as a new chief executive had been selected and assumed leadership of CPB.

By the end of 1977 the Corporation and public broadcasting stood on the threshold of yet another decade—and a new era.

** Public Broadcasting Act of 1967, 47 USC 396 (c) (1) and (2)*

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To the Board of Directors
Corporation for Public Broadcasting

November 9, 1977

In our opinion, the accompanying statement of net assets and the related statements of revenues, expenses and change in net assets and of changes in financial position present fairly the financial position of Corporation for Public Broadcasting at September 30, 1977 and its revenues, expenses and change in net assets and the changes in its financial position for the fifteen months then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year. Our examination of these statements was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

Price Waterhouse & Co.

Corporation for Public Broadcasting
Statement of Net Assets
September 30, 1977

Assets:	
Cash (Note 3)	$ 2,322,257
Temporary investments—federal securities held under repurchase agreement with bank	28,000,000
Receivables	1,915,158
Prepaid expenses and deposits	182,922
Deferred charge—satellite interconnection system costs, net (Notes 1 and 2)	8,147,702
	40,568,039
Liabilities:	
Accounts payable and accrued liabilities	1,481,275
Grants and contracts payable (Note 1)	15,659,002
Deferred grant income (Note 1)	123,897
	17,264,174
Net assets	$23,303,865
Net assets comprise (Note 3):	
Amounts budgeted for specific projects	$15,062,000
Amounts not budgeted for specific projects	8,241,865
	$23,303,865

Corporation for Public Broadcasting
Statement of Revenues, Expenses and Change in Net Assets
Fifteen Months Ended September 30, 1977

Revenues:	
Federal appropriations	$120,500,000
Grants and contracts	
Federal	115,500
Non-federal (Note 1)	369,387
Grant refunds (Note 1)	527,861
Interest income	4,079,018
	125,591,766
Expenses:	
Direct support to local television and radio stations (Community Service and Expansion Grants)	$ 67,659,805
Support for television program production	14,351,952
Support for television program distribution	15,144,853
Support for radio program production and distribution	8,383,670
Other grants and projects (Note 4)	4,677,073
Project administration costs (Note 4)	3,017,058
Total projects and activities	113,234,411
Corporate direction and administration (Note 4)	3,610,543
	$116,844,954
Excess of revenues over expenses	8,746,812
Net assets at beginning of period	14,557,053
Net assets at end of period	$23,303,865

Corporation for Public Broadcasting
Statement of Changes in Financial Position
Fifteen Months Ended September 30, 1977

Cash and temporary investments were provided by:	
Operations:	
Revenues	$125,591,766
Less expenses	116,844,954
Excess of revenues over expenses	8,746,812
Contributions by other organizations to costs of the satellite interconnection system	3,493,677
Net funds provided by changes in other assets and liabilities	812,774
	13,053,263
Cash and temporary investments were used for:	
Construction of satellite interconnection project	11,641,378
Increase in cash and temporary investments	$ 1,411,885

Corporation for Public Broadcasting
Notes to Financial Statements
September 30, 1977

Note 1—Significant Accounting Policies

The Corporation, a District of Columbia Nonprofit Corporation authorized to receive Federal appropriations under Title II of the Public Broadcasting Act of 1967, as amended, is exempt from income taxes as an organization described in Section 501(c)(3) of the Internal Revenue Code, and excise taxes as an organization that is not a private foundation as defined in Section 509(a) thereof.

Beginning July 1, 1976, the Corporation changed its fiscal year from June 30 to September 30 to conform with a similar change by the Federal Government. Accordingly, the accompanying financial statements present the revenues, expenses and change in net assets and the changes in financial position for the fifteen-month period ended September 30, 1977.

Deferred grant income represents the unexpended balances of grants awarded to the Corporation for certain joint or restricted projects which are required to be returned to the grantors in the event such balances are not expended or committed for the purposes of the grant.

Liabilities and expenses relating to grants and other agreements made by the Corporation are recorded as of the date that the liability of the Corporation is established pursuant to the underlying grant documents. The unexpended balances of the grants awarded by the Corporation are required to be returned to the Corporation in the event such balances are not expended in accordance with terms stipulated by the grant. Grant refunds to the Corporation are recorded at the time of determination of the amount of refund due the Corporation, which is normally concurrent with the submission of a final accounting by the grantee.

Purchases of office equipment and fixtures ($72,677 for the fifteen-month period ended September 30, 1977) are charged to expense in the year of acquisition. Corporation contributions to employees' retirement plans are funded currently ($352,085 for the fifteen-month period ended September 30, 1977).

Costs for construction of the satellite interconnection system for television as further described in Note 2, are capitalized as a deferred charge during the construction period. Upon completion of the system, which is expected to occur during fiscal 1979, the deferred charge will be amortized over the estimated useful life of the system of ten years.

Note 2—Satellite Interconnection

The Corporation has contracted with communication systems contractors to construct a satellite interconnection system for public television licensees. The satellite interconnection will serve public television stations in the continental United States, Alaska, Hawaii, Puerto Rico, and the United States Virgin Islands. It will consist of leased satellite transponders and construction of a main origination terminal just outside of Washington, D.C., four (later five) regional transmit-receive terminals within the continental United States, and 148 receive-only earth terminals. Also, the facilities at the Public Broadcasting Service's Technical Center in Washington, D.C. will be augmented for use in the system.

The construction and related project administration costs are budgeted at approximately $40,000,000 and will be expended over a construction period extending into fiscal 1979. The Corporation will finance approximately $32,500,000 of the cost under a ten-year revolving line of credit with a syndicate of commercial lenders (see Note 3). This line of credit, which is unused as of September 30, 1977, is expected to be repaid primarily out of Federal appropriations received by the Corporation during the ten-year loan period. The balance of the estimated cost is expected to be provided through direct contributions by the Corporation, PBS, non-commercial broadcasting licensees and other interested parties.

Beginning July 1, 1976, costs incurred are being deferred until completion of the system (see Note 1). The deferred charge at September 30, 1977 is analyzed as follows:

Total costs incurred as of September 30, 1977	$12,948,752
Less contributions to the cost of the system received from Public Broadcasting Service, non-commercial broadcasting licensees and other interested parties through September 30, 1977	3,920,000
	9,028,752
Less costs incurred prior to the Corporation's final decision to construct the system which were charged to expense prior to June 30, 1976, net of $426,323 contributed by others	881,050
Deferred charge—satellite interconnection system costs at September 30, 1977	$ 8,147,702

Note 3—Revolving Line of Credit and Compensating Balance Requirements

In May 1977, the Corporation entered into a loan agreement with a syndicate of commercial banks to finance the cost of the satellite interconnection system described in Note 2. The loan agreement provides for a ten-year revolving line of credit in an initial amount of $32,500,000; the amount which may be borrowed in each fiscal year beginning after October 1, 1978 is decreased by $3,611,111 in each year. Amounts borrowed in each fiscal year become due and

payable at the end of each fiscal year. After repayment in full, the Corporation may reborrow under the line of credit (in the reduced amount each year described above) as long as there are enacted advance year appropriations for the Corporation by the Congress under the Public Broadcasting Financing Act of 1975, in certain specified amounts, for the next two succeeding years. As of September 30, 1977, Congress had enacted advance year appropriations for the Corporation through the fiscal year ending September 30, 1979.

Interest is payable on amounts outstanding under the agreement at the prime rate through September 30, 1981. The interest rate will increase to ¼% and ½% above the prime rate on October 1, 1981 and 1984, respectively. The agreement also requires payment each quarter of a commitment fee equal to ½% per annum of the unused available credit. The Corporation has the right to reduce the amount of the line of credit at any time without penalty.

Pursuant to the agreement, the Corporation must maintain on deposit with the lenders average compensating balances of 10% of the total amount available under the line of credit plus 10% of amounts borrowed thereunder. At September 30, 1977, all such compensating balance requirements had been met.

As of September 30, 1977, no amounts had been borrowed by the Corporation under this loan agreement. It is management's intention to utilize funds of the Corporation to finance the construction costs of the satellite interconnection system to the extent possible during each fiscal year; the Corporation will borrow under the loan agreement when such funds are required for other purposes of the Corporation. On this basis, net assets used to finance the satellite interconnection system in lieu of borrowing under the loan agreement approximated $7,300,000 at September 30, 1977.

Note 4—Expenses

Other grants and projects include expenses other than for staff and support costs for minority and women's training grants, engineering research and development projects, communications research projects, grants and projects to enhance the use of public broadcasting materials in education, development and publication of Corporation reports and pamphlets, contract and related costs incident to statistical gathering and dissemination and similar expenses.

Project administration costs include expenses for Corporation staff and related logistical costs (travel, consultants, professional services, etc.) for administering grants, projects and activities in all the program areas of the Corporation—television, radio, communications research, educational activities, management information systems, long-range planning, public affairs and similar activities. Project administration costs for the fifteen-month period ended September 30, 1977 are as follows:

Personnel and related costs	$2,486,360
Other expenses	530,698
	$3,017,058

Corporate direction and administration expenses for the fifteen-month period ended September 30, 1977 are summarized as follows:

Personnel and related costs	$2,050,174
Occupancy costs, net	820,281
Professional services	132,236
Other expenses	607,852
	$3,610,543

Note 5—Lease Agreements

The Corporation has long-term leases on office space which expire in 1978 and 1980. Annual base rentals under these leases are $982,000 and $327,000, respectively. Substantially all of the premises covered by the lease expiring in 1978 are sublet.

The Corporation is also obligated under a lease agreement payable in equal monthly instalments through June 30, 1979 for certain equipment utilized by several non-commercial educational broadcasting licensees. The lease has been recorded as an instalment purchase and the related liability, net of interest, is included in "grants and contracts payable" ($189,093 at September 30, 1977).

Note 6—Litigation

The Corporation was one of several defendants in a legal action seeking, among other things, (1) to restrain such defendants from continuing activities influencing non-commercial programming decisions which are alleged to be in violation of the Public Broadcasting Act of 1967 and the Constitution of the United States, and (2) damages aggregating $100,000. In July 1975, the U.S. District Court for the District of Columbia issued a Memorandum Opinion and order dismissing this lawsuit as to all defendants, including the Corporation. The plaintiffs filed a notice of appeal on August 21, 1975 in the U.S. Court of Appeals, District of Columbia Circuit where the case was argued in June 1976. That court, in a decision rendered on July 22, 1977, affirmed in part and reversed in part the U.S. District Court's decision and remanded the case to the District Court for further proceedings. The U.S. District Court has issued a stay of proceedings based on a representation by the Corporation that it will file a petition for a writ of certiorari to the U.S. Supreme Court. The Corporation anticipates filing such a petition with the Supreme Court in December 1977.

Corporation for Public Broadcasting Fifteen Months Ended September 30, 1977 Grants, Contracts, and Awards

I. Provide Programs for Public Television:

A. Production:

KUAT-TV
University of Arizona
Tucson, Ariz. 85721 — 520

John Blaustein Productions, Inc.
9350 Wilshire Boulevard
Beverly Hills, Calif. 90212 — 12,500

Columbia Pictures Television
Colgems Square
Burbank, Calif. 91505 — 45,000

Lorimar Productions, Inc.
4000 Warner Boulevard
Burbank, Calif. 91522 — 21,525

KOCE-TV
15744 Golden West Street
Huntington Beach, Calif. 92647 — 4,234

Image Audio, Inc.
P.O. Box 2153
Hollywood, Calif. 90028 — 109,701

KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 — 1,164,260

Sports Imagery, Inc.
6255 Ebbtide Way
Malibu, Calif. 90265 — 67,790

Patrick Crowley
5600 Alpine Road
Portola Valley, Calif. 94025 — 6,000

KPBS-TV
San Diego State University
San Diego, Calif. 92182 — 2,150

Josh Hanig
660 York Street
San Francisco, Calif. 94110 — 69,500

KQED, Inc.
1011 Bryant Street
San Francisco, Calif. 94103 — 1,993,269

Nguzo Saba Films, Inc.
1002 Clayton Street
San Francisco, Calif. 94117 — 15,338

D. B. Jones
95-E Escondido Village
Stanford, Calif. 94305 — 88,943

Charles Fries Production, Inc.
4024 North Radford Avenue
Studio City, Calif. 91604 — 30,000

The Nelson Company
18321 Ventura Boulevard
Tarzana, Calif. 91356 — 21,100

KRMA-TV
1261 Glenarm Place
Denver, Colo. 80204 — 10,000

Connecticut Public Television
24 Summit Street
Hartford, Conn. 06106 — 35,800

The Institute for Services to Education, Inc.
2001 S Street, N.W.
Washington, D.C. 20009 — 21,709

Public Broadcasting Service
485 L'Enfant Plaza, S.W.
Washington, D.C. 20024 — 3,106,683

Greater Washington Educational Television Association (WETA)
P.O. Box 2626
Washington, D.C. 20013 — 932,159

WPBT
P.O. Box 61001
Miami, Fla. 33161 — 8,585

KUID-TV
University of Idaho
Moscow, Idaho 83843 — 4,973

Videopolis
3730 North Clark Street
Chicago, Ill. 60613 — 8,650

WTTW-TV
5400 North St. Louis Avenue
Chicago, Ill. 60625 — 34,880

WTIU-TV
Indiana University
Bloomington, Ind. 47401 — 650

Iowa Public Broadcasting Network
P.O. Box 1758
Des Moines, Iowa 50306 — 2,772

WYES-TV
P.O. Box 24026
New Orleans, La. 70184 — 200

WCBB-TV
1450 Lisbon Street
Lewiston, Maine 04240 — 3,978

Maine Public Broadcasting Network
University of Maine
Orono, Maine 04473 — 963

Maryland Center for Public Broadcasting
11767 Bonita Avenue
Owings Mills, Md. 21117 — 25,703

Ray Hubbard Associates, Inc.
11720 Beall Mountain Road
Potomac, Md. 20854 — 22,650

WGBH Educational Foundation
125 Western Avenue
Boston, Mass. 02134 — 281,200

Christopher Sarson
162 Waverly Avenue
Newton, Mass. 02158 — 17,170

WGBY-TV
One Armory Square
Springfield, Mass. 01105 — 1,590

KTCA-TV
1640 Como Avenue
St. Paul, Minn. 55108 — 3,498

KCPT-TV
2100 Stark
Kansas City, Missouri 64126 — 18,152

KUON-TV
P.O. Box 83111
Lincoln, Neb. 68501 — 1,428

Nebraska Educational Television Commission
P.O. Box 83111
Lincoln, Neb. 68501 — 612

Open Circle Cinema, Ltd.
P.O. Box 315
Franklin Lakes, N. J. 07417 — 6,000

H. Calvin Johnson Associates
65 Curtis Avenue
Piscataway, N. J. 08854 — 32,618

John Nathan
Princeton University
211 Jones Hall
Princeton, N. J. 08540 — 5,000

New Jersey Public Broadcasting Authority
1573 Parkside Avenue
Trenton, N. J. 08638 — 14,367

Pacific Street Film Collective
280 Clinton Street
Brooklyn, N. Y. 11201 — 2,260

WSKG-TV
P.O. Box 97
3311 East Main Street
Endwell, N. Y. 13760 — 2,520

Gregg Burton
73 Albatross Road
Levittown, N. Y. 11756 — 7,521

Bowling Green Films, Inc.
P.O. Box 384 Hudson
New York, N. Y. 12534 — 10,000

Children's Television Workshop
One Lincoln Plaza
New York, N. Y. 10023 — 1,150,000

Eugene O'Neill Memorial Theater Center
1860 Broadway
New York, N. Y. 10023 — 19,989

Killiam Shows, Inc.
6 East 39th Street
New York, N. Y. 10016 — 37,000

Global Village Video Resource Center
454 Broome Street
New York, N. Y. 10012 — 30,000

Latino Television Broadcast Service, Inc.
1699 Lexington Avenue
New York, N. Y. 10029 — 21,929

Lincoln Center for the Performing Arts, Inc.
356 West 58th Street
New York, N. Y. 10019 — 501,000

Pafford Productions
430 Park Avenue
New York, N. Y. 10022 — 33,200

Pennebaker, Inc.
56 West 45th Street
New York, N. Y. 10036 — 137,957

PTV Productions, Inc.
One Dag Hammarskjold Plaza
New York, N. Y. 12534 — 19,795

John H. Secondari Productions, Inc.
745 Fifth Avenue
New York, N. Y. 10022 — 394,092

WNET-TV
356 West 58th Street
New York, N. Y. 10019 — 2,661,073

Milberg Theatrical Productions, Inc.
RR2 Box 104
Pound Ridge, N. Y. 10576 — 25,000

WXXI-TV
Box 21
Rochester, N. Y. 14601 — 47,825

WMHT-TV
Box 17
Schenectady, N. Y. 12301 — 6,335

UNC Television Network (WUNC)
202 University Square West
Chapel Hill, N. C. 27514 — 6,563

WBGU-TV
Bowling Green State University
Bowling Green, Ohio 43403 — 1,261

WCET-TV
1223 Central Parkway
Cincinnati, Ohio 45214 — 19,849

WVIZ-TV
4300 Brookpark Road
Cleveland, Ohio 44134 — 23,600

WITF-TV
P.O. Box Z
Hershey, Pa. 17033 — 38,246

WHYY, Inc.
4548 Market Street
Philadelphia, Pa. 19139 — 131,000

Family Communications, Inc.
4802 Fifth Avenue
Pittsburgh, Pa. 15213 — 32,200

WQED-TV
4802 Fifth Avenue
Pittsburgh, Pa. 15213 — 165,242

South Carolina ETV Commission
P.O. Drawer L
Columbia, S. C. 29250 — 58,784

Southern Educational Communications Association
P.O. Box 5966
Columbia, S. C. 29250 — 11,520

KUSD-TV
University of South Dakota
Vermillion, S. D. 57069 — 757

KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75201 — 406,932

KUHT-TV
4513 Cullen Boulevard
Houston, Texas 77004 — 3,540

KUED-TV
University of Utah
Salt Lake City, Utah 84112 — 305

WCVE-TV
Central Virginia ETV Corporation
23 Sesame Street
Richmond, Va. 23235 — 210

KWSU-TV
Washington State University
Pullman, Wash. 99163 — 10,000

KCTS-TV
University of Washington
4045 Brooklyn Avenue
Seattle, Wash. 98105 — 3,020

State of Wisconsin Educational Communications Board
732 North Midvale Boulevard
Madison, Wisc. 53707 — 76,487

Total Category I-A — 14,350,832

B. Distribution:

Public Broadcasting Service
485 L'Enfant Plaza, S.W.
Washington, D.C. 20024 — 15,098,263

Microwave Associates, Inc.
P.O. Box 3033
Boston, Mass. 02107 — 8,530

Lincoln Lease/Way, Inc.
One Lincoln First Square
Rochester, N. Y. 14643 — 35,306

Total Category I-B — 15,142,099

Total Category I — $29,492,931

II. Provide Programs for Public Radio:

Production and Distribution:

National Public Radio
2025 M Street, N.W.
Washington, D.C. 20036 — $ 7,729,312

Samuel C. O. Holt
3532 Edmunds Street, N.W.
Washington, D.C. 20007 — 346

Nancy V. Raine
11076 Berrypick Avenue
Columbia, Md. 21044 — 11,164

Minnesota Educational Radio, Inc. (KSJN)
400 Sibley Street
St. Paul, Minn. 55101 — 424,895

Larry Josephson
1 West 89th Street
New York, N. Y. 10024 — 28,545

WGUC-FM
110 Emery Hall
University of Cincinnati
Cincinnati, Ohio 45221 — 100,000

WOSU-AM-FM
Ohio State University
2400 Olentangy River Road
Columbus, Ohio 43210 — 49,310

Richard Imison
British Broadcasting Corporation
London, W1A1AA, England — 5,604

Total Category II — $ 8,349,176

III. Planning, Research and Evaluation:

A. Communication Research:

KQED, Inc.
1011 Bryant Street
San Francisco, Calif. 94103 — $ 21,636

Research and Programming Service, Inc.
569 Buena Vista West
San Francisco, Calif. 94117 — 22,024

Arbitron
P.O. Box 1815 U
Washington, D.C. 20013 — 50,624

Peter Dirr
700 Seventh Street, S.W.
Apartment 143
Washington, D.C. 20003 — 16,885

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 — 1,000

E. B. Eislein
University of Arizona
Tucson, Ariz. 85721 — 1,000

WJCT-TV
2037 Main Street
Jacksonville, Fla. 32206 — 7,087

Florida State University
Tallahassee, Fla. 32306 — 19,479

David LeRoy
1140 Ocala Road, #5
Tallahassee, Fla. 32304 — 6,254

Edward Wotring
Florida State University
Tallahassee, Fla. 32306 — 3,000

A. C. Nielsen Company
P.O. Box 95228
Chicago, Ill. 60690 — 98,492

R. H. Bruskin Associates
P.O. Box 1287
303 George Street
New Brunswick, N.J. 08903 — 860

Benson and Benson, Inc.
P.O. Box 269
Princeton, N. J. 08540 — 4,000

Marketing Research Associates
1009 Garrison Avenue
Teaneck, N. J. 07666 5,402

Statistical Research, Inc.
111 Prospect Street
Westfield, N. J. 07090 54,850

James W. Swinehart
1310 Bolton Road
Pelham Manor, N. Y. 10803 2,000

Nicholas Research, Inc.
535 Cathedral Parkway
New York, N. Y. 10025 33,028

Research Foundation of the City University of New York
505 Park Avenue
New York, N. Y. 10022 10,000

Roper Organization
One Park Avenue
New York, N. Y. 10016 46,765

Yankelovich, Skelly and White, Inc.
575 Madison Avenue
New York, N. Y. 10022 27,600

Faber and Company
1821 Pembroke Road
P.O. Box 9401
Greensboro, N. C. 27408 8,335

Ohio University
Broadcast Research Center
Athens, Ohio 45701 7,671

Caldata
1012 Metz Avenue
State College, Pa. 16801 1,220

University of Texas at Austin
Center for Communications Research
Austin, Texas 78712 2,448

KUED
University of Utah
Salt Lake City, Utah 84112 5,352

Lawrence Lichty
2124 Chamberlain Avenue
Madison, Wisc. 53705 3,425

WMVS-TV
1015 North Sixth Street
Milwaukee, Wisc. 53203 2,042

Total Category III-A 462,479

B. Engineering and Development:

Glen Fleck Design
369 Bonhill Road
Los Angeles, Calif. 90049 3,712

KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 11,600

Edward E. Reinhart
Box 24
Montrose, Calif. 91020 1,000

Herbert S. Dordick
1159 Las Pulgas Place
Pacific Palisades, Calif. 90272 16,245

Edutel Communications and Development
701 Welch Road
Palo Alto, Calif. 94304 75,491

Albert L. Horley
701 Welch Road
Palo Alto, Calif. 94304 1,778

James M. Janky
701 Welch Road
Palo Alto, Calif. 94304 26,423

Richard C. Block
2820 Lake Street
San Francisco, Calif. 94121 4,958

Eric Small
271 Columbus Avenue
San Francisco, Calif. 94133 1,334

Arnold and Porter
1229 19th Street, N.W.
Washington, D.C. 20036 4,278

Public Broadcasting Service
485 L'Enfant Plaza, S.W.
Washington, D.C. 20024 50,582

Touche, Ross and Company
1900 M Street, N.W.
Washington, D.C. 20036 87,285

Greater Washington Educational Television Association (WETA)
P.O. Box 2626
Washington, D.C. 20013 100,000

Kessler and Wilhelm
3700 B-1 N.E. 53rd Avenue
Gainesville, Fla. 32601 71,002

Booz-Allen and Hamilton, Inc.
4733 Bethesda Avenue
Bethesda, Md. 20014 29,355

Forrest L. Morris
P.O. Drawer 1101
Jackson, Mississippi 39205 2,000

KUON-TV
P.O. Box 83111
Lincoln, Neb. 68501 19,900

Nebraska Educational Television Commission
P.O. Box 83111
Lincoln, Neb. 68501 19,930

Office of Newark Studies
909 Broad Street
Newark, N. J. 07102 3,000

David Hershberg
14 Surrey Lane
East Setauket, N. Y. 11733 2,955

Comsat General Corporation
P.O. Box 6221
Church Street Station
New York, N. Y. 10249 9,090

Southern Educational Communications Association
P.O. Box 5966
Columbia, S. C. 29250 62,500

Atlantic Research Corporation
5390 Cherokee Avenue
Alexandria, Va. 22314 44,084

National Scientific Laboratories
2922 Telestar Court
Falls Church, Va. 22042 10,978

KSPS-TV
South 3911 Regal Street
Spokane, Wash. 99203 24,850

Total Category III-B 684,330

Total Category III $ 1,146,809

IV. Undertake Development and Support Activities (TV and Radio):

A. Develop Program Quality:

By projects using talent outside of the public broadcasting industry and by innovation, experimentation and demonstration to develop new production and presentation techniques.

Kit Galloway
1741 Virginia Street
Berkeley, Calif. 94703 $ 10,000

Youth Projects, Inc.
149 Ninth Street
San Francisco, Calif. 94103 37,483

Eugene O'Neill Memorial Theater Center, Inc.
305 Greatneck Road
Waterford, Conn. 06385 26,570

Eli Productions, Inc.
1518 P Street, N.W.
Washington, D.C. 20005 11,520

Greater Washington Educational Television Association (WETA)
P.O. Box 2626
Washington, D.C. 20013 17,000

WGBH-TV
125 Western Avenue
Boston, Mass. 02134 25,000

Massachusetts Institute of Technology
77 Massachusetts Avenue
Cambridge, Mass. 02139 1,892

International Film Seminars, Inc.
1860 Broadway
New York, N. Y. 10023 24,805

University of North Carolina Network
University of North Carolina
Chapel Hill, N. C. 27514 17,000

WVIA-TV
Public Broadcasting Center
Old Boston Road
Pittston, Pa. 18640 17,000

Texas Consumer Education and Communications Development Committee, Inc.
P.O. Box 547
Alamo, Texas 78516 15,066

University of Wisconsin
WHA
Madison, Wisc. 53706 81,746

Total Category IV-A 285,082

B. Support Station Operations:

(1) By grants to stations, regional networks, or other operating organizations for general operating purposes.

Alabama Educational Television
2101 Magnolia Avenue
Birmingham, Alabama 35205 741,405

KAKM-TV
3211 Providence Drive
Anchorage, Alaska 99504 154,177

KYUK-TV
Box 468
Bethel, Alaska 99559 74,047

KUAC-TV
University of Alaska
Fairbanks, Alaska 99701 207,251

KAET-TV
Arizona State University
Tempe, Ariz. 85281 378,246

KUAT-TV
University of Arizona
Tucson, Ariz. 87521 360,830

KETS-TV
350 South Donaghey
Conway, Ark. 72032 358,705

KEET-TV
P.O. Box 13
Eureka, Calif. 95501 92,088

KOCE-TV
1574 Golden West Street
Huntington Beach, Calif. 92647 468,762

KMTF-TV
733 L Street
Fresno, Calif. 93721 49,101

KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 1,303,653

KLCS-TV
1061 West Temple Street
Los Angeles, Calif. 91202 386,396

KIXE-TV
P.O. Box 9
Redding, Calif. 96001 113,642

KVIE-TV
P.O. Box 6
Sacramento, Calif. 95801 253,133

KVCR-TV
631 South Mt. Vernon Avenue
San Bernardino, Calif. 92403 219,023

KPBS-TV
San Diego State University
San Diego, Calif. 92182 312,089

KQED-TV
1011 Bryant Street
San Francisco, Calif. 94103 743,979

KTEH-TV
100 Skyport Drive
San Jose, Calif. 95110 423,197

KCSM-TV
1700 Hillsdale Boulevard, West
San Mateo, Calif. 94402 151,751

KRMA-TV
1261 Glenarm Place
Denver, Colo. 80204 407,245

KTSC-TV
2200 Bonfort Boulevard
Pueblo, Colo. 81001 214,044

Connecticut Educational Television Corporation
24 Summit Street
Hartford, Conn. 06106 446,808

WETA
P.O. Box 2626
Washington, D.C. 20013 587,931

WUFT-TV
University of Florida
Gainesville, Fla. 32611 265,807

WJCT-TV
2037 Main Street
Jacksonville, Fla. 32206 419,486

WLRN/WTHS-TV
1410 N.E. Second Avenue
Miami, Fla. 33132 429,256

WPBT-TV
P.O. Box 61001
North Miami, Fla. 33161 464,062

WMFE-TV
2908 West Oak Ridge Road
Orlando, Fla. 32809 279,798

WSRE-TV
1000 College Boulevard
Pensacola, Fla. 32504 267,618

WFSU-TV
202 Dodd Hall
Tallahassee, Fla. 32306 255,203

WEDU-TV
908 South 20th Street
Tampa, Fla. 33605 344,455

WUSF-TV
University of South Florida
Tampa, Fla. 33620 276,781

WGTV-TV
University of Georgia
Athens, Ga. 30602 326,752

Georgia State Department of Education
121 State Office Building
Atlanta, Ga. 30334 623,747

WETV-TV
740 Bismark Road, N.E.
Atlanta, Ga. 30324 348,164

KGTF-TV
P.O. Box 3615
Agana, Guam 96910 152,327

Hawaii Public Broadcasting Authority
KHET
2350 Dole Street
Honolulu, Hawaii 96822 305,739

KAID-TV
1910 College Boulevard
Boise, Idaho 83725 208,845

KUID-TV
University of Idaho
Moscow, Idaho 83843 219,299

KBGL-TV
Idaho State University
Pocatello, Idaho 83201 215,773

WSIU-TV
Communications Building
Carbondale, Ill. 62901 306,236

WTTW-TV
5400 North St. Louis Avenue
Chicago, Ill. 60625 802,475

WTVP-TV
1501 West Bradley Avenue
Peoria, Ill. 61625 189,903

WILL-TV
1110 West Main Street
Urbana, Ill. 61801 227,175

WTIU-TV
Indiana University
Bloomington, Ind. 47401 350,493

WNIN-TV
9201 Petersburgh Road
Evansville, Ind. 47711 163,680

WFYI-TV
1440 North Meridian Street
Indianapolis, Ind. 46202 181,927

WIPB-TV
Box 2701
Muncie, Ind. 47302 139,348

WNIT-TV
P.O. Box 34
South Bend, Ind. 46624 164,341

WCAE-TV
123 Sesame Street
St. John, Ind. 46373 172,246

WVUT-TV
1029 North Fourth Street
Vincennes, Ind. 47591 211,836

Iowa Educational Broadcasting Network
P.O. Box 1758
Des Moines, Iowa 50306 1,029,352

KTWU-TV
17th and Washburn
Topeka, Kansas 66621 110,656

KPTS-TV
352 North Broadway
Wichita, Kansas 67202 190,125

Kentucky Authority for Educational Television
WKLE
600 Cooper Drive
Lexington, Ky. 40502 929,359

WKPC-TV
P.O. Box 1515
Louisville, Ky. 40201 317,926

WLPB-TV
P.O. Box 44064
Baton Rouge, La. 70804 230,079

WYES-TV
P.O. Box 24026
New Orleans, La. 70184 316,730

WCBB-TV
1450 Lisbon Street
Lewiston, Maine 04240 204,852

Maine Public Broadcasting Network
WMEB
University of Maine
Orono, Maine 04473 332,817

Maryland Center for Public Broadcasting
Owings Mills, Md. 21117 1,089,290

WGBH-TV
125 Western Avenue
Boston, Mass. 02134 1,648,430

WGBY-TV
1 Armory Square
Springfield, Mass. 01105 249,621

WGVC-TV
Grand Valley State College
Allendale, Mich. 49401 210,768

WTVS-TV
7441 Second Boulevard
Detroit, Mich. 48202 370,362

WKAR-TV
600 Kalamazoo Street
East Lansing, Mich. 48824 379,190

WNMU-TV
Northern Michigan University
Marquette, Mich. 49855 180,629

WCMU-TV
Central Michigan University
Mt. Pleasant, Mich. 48859 211,976

WUCM-TV
Delta Road
University Center, Mich. 48710 239,949

KWCM-TV
128 West Sorenson
Appleton, Minn. 56208 71,110

KAVT-TV
1900 Eighth Avenue, N.W.
Austin, Minn. 55912 179,618

WDSE-TV
210 Bradley Building
Duluth, Minn. 55802 120,733

KTCA-TV
1640 Como Avenue
St. Paul, Minn. 55108 380,050

Mississippi Authority for Educational Television
P.O. Drawer 1101
Jackson, Mississippi 39205 670,788

KCPT-TV
2100 Stark
Kansas City, Missouri 64126 235,995

KETC-TV
6996 Millbrook Boulevard
St. Louis, Missouri 63130 388,036

KOZK-TV
MPO Box 21
Springfield, Missouri 65801 177,401

Nebraska Educational Television Commission
P.O. Box 83111
Lincoln, Neb. 68501 497,026

KUON-TV
P.O. Box 8311
Lincoln, Neb. 68501 337,280

KLVX-TV
5700 Mountain Vista Street
Las Vegas, Nev. 89120 321,824

New Hampshire Network
Box Z
Durham, N. H. 03824 353,825

New Jersey Public Broadcasting Authority
1573 Parkside Avenue
Trenton, N. J. 08638 969,969

KNME-TV
1130 University Boulevard, N.E.
Albuquerque, N. M. 87102 272,286

KRWG-TV
New Mexico State University
Las Cruces, N. M. 88003 184,608

KENW-TV
Portales, N. M. 88130 196,925

WNYE-TV
112 Tillary Street
Brooklyn, N. Y. 11201 456,248

WNED-TV
P.O. Box 1263
Buffalo, N. Y. 14240 492,498

WSKG-TV
P.O. Box 97
Endwell, N. Y. 13760 281,782

WLIW-TV
Ellington Avenue, West
Garden City, N. Y. 11530 330,563

WCNY-TV
506 Old Liverpool Road
Liverpool, N. Y. 13088 300,239

WNET-TV
356 West 58th Street
New York, N. Y. 10019 4,105,290

WNYC-TV
2533 Municipal Building
New York, N. Y. 10007 474,304

WCFE-TV
State University College
Plattsburgh, N. Y. 12901 58,978

WXXI-TV
P.O. Box 21
Rochester, N. Y. 14601 449,852

WMHT-TV
Box 17
Schenectady, N. Y. 12301 394,843

WNPE-TV
P.O. Box 114
Watertown, N. Y. 13601 227,416

University of North Carolina Television Network
202 University Square, West
Chapel Hill, N. C. 27514 525,021

WTVI-TV
42 Coliseum Drive
Charlotte, N. C. 28205 261,531

KFME-TV
4500 South University Drive
Fargo, N. D. 58102 187,563

WOUB-TV
College Street
Athens, Ohio 45701 339,460

WBGU-TV
Bowling Green State University
Bowling Green, Ohio 43403 318,722

WCET-TV
1223 Central Parkway
Cincinnati, Ohio 45214 472,636

WVIZ-TV
4300 Brookpark Road
Cleveland, Ohio 44134 432,742

WOSU-TV
2400 Olentangy River Road
Columbus, Ohio 43210 422,560

WNEO-TV
1640 Franklin Avenue
Kent, Ohio 44240 335,260

WPTD-TV
3440 Office Park Road
Dayton, Ohio 45439 267,833

WGTE-TV
415 North St. Clair Street
Toledo, Ohio 43604 262,768

KOKH-TV
1801 North Ellison
Oklahoma City, Okla. 73106 27,216

Oklahoma ETV Authority
7403 North Kelley Avenue
Oklahoma City, Okla. 73114 288,175

KSYS-TV
34 South Fir
Medford, Ore. 97501 72,523

Oregon Educational and Public Broadcasting Service
KOAC/KOAP
P.O. Box 1097
Portland, Ore. 97207 282,179

WLVT-TV
39 South Mountain Drive, West
Bethlehem, Pa. 18015 368,295

WQLN-TV
8425 Peach Street
Erie, Pa. 16509 318,617

WITF-TV
P.O. Box Z
Hershey, Pa. 17033 442,782

WHYY-TV
4548 Market Street
Philadelphia, Pa. 19139 666,826

WQED-TV
4802 Fifth Avenue
Pittsburgh, Pa. 15213 1,021,860

WVIA-TV
Public Broadcasting Center
Pittston, Pa. 18640 353,330

WPSX-TV
201 Wagner Building
University Park, Pa. 16802 468,468

WIPR-TV
P.O. Box 909
Hato Rey, Puerto Rico 00919 377,796

WSBE-TV
24 Mason Street
Providence, R. I. 02908 259,555

KVZK-TV
P.O. Box 2567
Pago Pago,
American Samoa 96799 443,274

WJWJ-TV
P.O. Box 4516
Beaufort, S. C. 29902 116,675

South Carolina Educational Television Commission
P.O. Drawer L
Columbia, S. C. 29250 2,081,370

WRJA-TV
15 North Harvin Street
P.O. Box 1836
Sumter, S. C. 29150 117,249

KESD-TV
South Dakota State University
Brookings, S. D. 57006 158,328

South Dakota Educational Television Board
310 East Clark Street
Vermillion, S. D. 57069 348,396

KUSD-TV
University of South Dakota
Vermillion, S. D. 57069 157,501

WTCI-TV
4411 Amnicola Highway
Chattanooga, Tenn. 37406 211,658

WSJK-TV
209 Communication Building
Knoxville, Tenn. 37916 306,380

WKNO-TV
Box 80000
Memphis, Tenn. 38152 224,642

WDCN-TV
P.O. Box 12555
Nashville, Tenn. 37212 351,920

KLRN-TV
P.O. Box 7158
Austin, Texas 78712 434,240

KAMU-TV
Texas A&M University
College Station, Texas 77843 261,348

KEDT-TV
P.O. Box 416
Corpus Christi, Texas 78403 177,226

KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75201 500,069

KUHT-TV
4513 Cullen Boulevard
Houston, Texas 77004 297,358

KNCT-TV
Highway 190 West
Killeen, Texas 76541 179,719

KTXT-TV
Box 4359
Lubbock, Texas 79409 126,198

KBYU-TV
Brigham Young University
Provo, Utah 84602 304,154

KUED-TV
101 Music Hall
Salt Lake City, Utah 84112 488,295

Vermont Educational Television
Ethan Allen Avenue
Winooski, Vt. 05404 276,031

WNVT-TV
8325 Little River Turnpike
Annandale, Va. 22003 265,465

WVPT-TV
Port Republic Road
Harrisonburg, Va. 22801 213,335

WHRO-TV
5200 Hampton Boulevard
Norfolk, Va. 23503 273,123

WCVE-TV
23 Sesame Street
Richmond, Va. 23235 348,754

WBRA-TV
P.O. Box 13246
Roanoke, Va. 24032 252,528

WTJX-TV
P.O. Box 5077
St. Thomas, V. I. 00801 208,498

KWSU-TV
Murrow Communications Center
Pullman, Wash. 99163 220,670

KCTS-TV
University of Washington BH-10
Seattle, Wash. 98195 357,834

KSPS-TV
South 3911 Regal
Spokane, Wash. 99203 267,479

KPEC/KPCQ-TV
4400 Steilacoom Building, S.W.
Tacoma, Wash. 98499 246,850

KTPS-TV
P.O. Box 1357
Tacoma, Wash. 98401 222,498

KYVE-TV
1105 South Fifteenth Avenue
Yakima, Wash. 98902 118,045

WSWP-TV
P.O. Box AH
Beckley, W. Va. 25801 235,653

WMUL-TV
Third Avenue
Huntington, W. Va. 25701 288,363

WWVU-TV
P.O. Box TV 24
Morgantown, W. Va. 26505 283,451

WPNE-TV
732 Midvale Boulevard
Madison, Wisc. 53705 534,637

WHA-TV
821 University Avenue
Madison, Wisc. 53706 413,383

WMVS-TV
1015 North Sixth Street
Milwaukee, Wisc. 53203 388,443

WBHM-FM
University of Alabama
Birmingham, Alabama 35294 175,000

WLRH-FM
222 Holmes Avenue, East
Huntsville, Alabama 35801 5,144

KYUK-AM
P.O. Box 37
Bethel, Alaska 99559 23,012

KUAC-FM
University of Alaska
Fairbanks, Alaska 99701 38,984

KOTZ-AM
P.O. Box 78
Kotzebue, Alaska 99752 26,386

KMCR-FM
Maricopa Community Radio
Phoenix, Ariz. 85003 47,257

KUAT-AM
University of Arizona
Tucson, Ariz. 85721 49,303

KUAT-FM
University of Arizona
Tucson, Ariz. 85721 23,012

KAWC-AM
Arizona Western College
Yuma, Ariz. 85364 26,151

KASU-FM
Arkansas State University
Jonesboro, Ark. 72467 25,094

KPFA-FM
2207 Shattuck Avenue
Berkeley, Calif. 94704 72,602

White Ash Broadcasting, Inc.
KVPR-FM
1759 Fulton Avenue
Fresno, Calif. 93712 50,000

KLON-FM
1305 East Pacific Coast Highway
Long Beach, Calif. 90806 23,773

KUSC-FM
University of Southern California
Los Angeles, Calif. 90007 273,012

KPFK-FM
3729 Cahuenga Boulevard
North Hollywood, Calif. 91604 90,627

KCSN-FM
California State University Foundation
Northridge, Calif. 91324 43,132

KPCS-FM
1570 Colorado Boulevard
Pasadena, Calif. 91106 31,571

KERS
Foundation of California State University
6000 J Street, Adm. 169
Sacramento, Calif. 95819 25,000

KVCR-FM
San Bernardino Community College
San Bernardino, Calif. 92403 32,674

KPBS-FM
San Diego State College
San Diego, Calif. 92115 36,344

KALW-FM
21st and Harrison Streets
San Francisco, Calif. 94110 25,400

KQED-FM
1011 Bryant Street
San Francisco, Calif. 94103 35,036

KCBX-FM
Community Broadcasting, Inc.
1026 Chorro Street
San Luis Obispo, Calif. 93401 25,000

KCSM-FM
1700 West Hillsdale Boulevard
San Mateo, Calif. 94402 12,225

KCRW-FM
1723 Fourth Street
Santa Monica, Calif. 90401 39,012

KBBF-FM
4010 Finley Avenue
Santa Rosa, Calif. 95401 36,596

KUOP-FM
3601 Pacific Avenue
Stockton, Calif. 95211 36,345

KCPB
Conejo Public Broadcasters, Inc.
223 East Thousand Oaks Boulevard
Thousand Oaks, Calif. 91360 25,000

KCFR-FM
University of Denver
Denver, Colo. 80210 36,327

KUNC-FM
University of Northern Colorado
Greeley, Colo. 80639 30,914

WAMU-FM
The American University
Washington, D.C. 20016 53,542

WETA-FM
P.O. Box 2626
Washington, D.C. 20013 47,595

WJCT-FM
2037 North Main Street
Jacksonville, Fla. 32206 36,346

WLRN-FM
Dade County Public Schools
Miami, Fla. 33132 43,012

WFSU-FM
Florida State University
Tallahassee, Fla. 32306 40,741

WUSF-FM
University of South Florida
Tampa, Fla. 33620 43,286

WHRS-FM
3323 Belvedere Road
West Palm Beach, Fla. 33406 42,647

WABE-FM
740 Bismark Road, N.E.
Atlanta, Ga. 30324 53,540

WSIU-FM
Southern Illinois University
Carbondale, Ill. 62901 51,554

WBEZ-FM
228 North LaSalle Street
Chicago, Ill. 60601 100,468

WNIU-FM
Northern Illinois University
DeKalb, Ill. 60115 30,555

WSIE-FM
Southern Illinois University
Edwardsville, Ill. 62025 31,806

WCBU-FM
1501 West Bradley Avenue
Peoria, Ill. 61606 43,182

Augustana College
639 38th Street
Rock Island, Ill. 61201 25,000

WSSR-FM
Sangamon State University
Springfield, Ill. 62708 62,578

WILL-AM
228 Gregory Hall
Urbana, Ill. 61801 63,346

WILL-FM
228 Gregory Hall
Urbana, Ill. 61801 38,705

WFIU-FM
Indiana University
Bloomington, Ind. 47401 50,151

Southwest Indiana Public TV, Inc.
9201 Petersburg Road
Evansville, Ind. 47711 25,000

WIAN-FM
Indianapolis Public Schools
Indianapolis, Ind. 46203 31,290

WVUB-FM
Vincennes University
Vincennes, Ind. 47591 23,224

WBAA-AM
Purdue University
West Lafayette, Ind. 47907 36,980

WOI-AM
Iowa State University
Ames, Iowa 50010 32,955

WOI-FM
Iowa State University
Ames, Iowa 50010 32,374

KHKE-FM
University of Northern Iowa
Cedar Falls, Iowa 50613 65,161

KUNI-FM
University of Northern Iowa
Cedar Falls, Iowa 50613 36,345

KCCK-FM
Kirkwood Community College
Cedar Rapids, Iowa 52406 41,582

WSUI-AM
University of Iowa
Iowa City, Iowa 52240 54,426

KWIT
Western Iowa Tech. Community College
P.O. Box 265
Sioux City, Iowa 51102 100,000

KANU-FM
University of Kansas
Lawrence, Kansas 66045 53,700

KSAC-AM
Kansas State University
Manhattan, Kansas 66506 32,152

KMUW-FM
Wichita State University
Wichita, Kansas 67208 30,661

WBKY-FM
University of Kentucky Research Foundation
Lexington, Ky. 40506 25,681

WFPK-FM
Louisville Free Public Library
Louisville, Ky. 40203 23,012

WFPL-FM
Louisville Free Public Library
Louisville, Ky. 40203 23,012

WMKY-FM
Morehead State University
Morehead, Ky. 40351 26,960

WKMS-FM
Murray State University
Murray, Ky. 42071 23,012

WEKU-FM
Eastern Kentucky University
Richmond, Ky. 40475 3,800

WWNO-FM
University of New Orleans
New Orleans, La. 70122 36,212

WMEH-FM
University of Maine
Orono, Maine 04473 36,012

WMEA-FM
University of Maine
Orono, Maine 04473 25,641

WBJC-FM
Community College of Baltimore
Baltimore, Md. 21215 34,379

WFCR-FM
Western Massachusetts Broadcasting Council, Inc.
Amherst, Mass. 01002 52,622

WBUR-FM
630 Commonwealth Avenue
Boston, Mass. 02215 72,616

WGBH-FM
WGBH Educational Foundation
Boston, Mass. 02134 48,905

WUOM-FM
University of Michigan
Ann Arbor, Mich. 48104 112,693

WAUS-FM
Andrews Broadcasting Corporation
Berrien Springs, Mich. 49104 27,065

WDET-FM
Wayne State University
Detroit, Mich. 48202 58,580

WKAR-AM
Michigan State University
East Lansing, Mich. 48824 41,676

WKAR-FM
Michigan State University
East Lansing, Mich. 48824 113,902

WFBE-FM
605 Crapo Street
Flint, Mich. 48503 38,796

WGGL-FM
Michigan Technological University
Houghton, Mich. 49931 44,326

WIAA-FM
National Music Camp
Interlochen, Mich. 49643 43,012

WMUK-FM
Western Michigan University
Kalamazoo, Mich. 49001 38,344

WNMU-FM
Northern Michigan University
Marquette, Mich. 49855 34,476

WCMU-FM
Central Michigan University
Mt. Pleasant, Mich. 48859 44,290

KAXE-FM
Box 474
Grand Rapids, Minn. 55744 9,500

KUOM-AM
University of Minnesota
Minneapolis, Minn. 55455 47,826

WCAL-FM
St. Olaf College
Northfield, Minn. 55057 33,594

KCCM-FM
400 Sibley Street
St. Paul, Minn. 55101 36,689

KLSE-FM
400 Sibley Street
St. Paul, Minn. 55101 100,000

KRSW-FM
400 Sibley Street
St. Paul, Minn. 55101 42,684

KSJN-FM
Minnesota Educational Radio, Inc.
St. Paul, Minn. 55101 104,832

KSJR-FM
400 Sibley Street
St. Paul, Minn. 55101 42,705

WSCD-FM
400 Sibley Street
St. Paul, Minn. 55101 29,780

WNJC-FM
Northwest Junior College
Senatobia, Mississippi 38668 23,327

KBFL-FM
School District #1
Buffalo, Missouri 65622 23,012

KBIA-FM
University of Missouri
Columbia, Missouri 65201 74,941

KCUR-FM
University of Missouri
Kansas City, Missouri 64110 48,572

KXCV-FM
Northwest Missouri State University
Maryville, Missouri 64468 28,758

KSOZ-FM
School of the Ozarks
Point Lookout, Missouri 65726 46,416

KUMR-FM
University of Missouri
Rolla, Missouri 65401 47,080

KSMU-FM
901 South National
Springfield, Missouri 65802 20,900

KWMU-FM
University of Missouri
St. Louis, Missouri 63121 55,490

KCMW-FM
Central Missouri State University
Warrensburg, Missouri 64093 25,807

KUFM-FM
University of Montana
Missoula, Montana 59801 23,704

KIOS-FM
124 North 20th Street
Omaha, Neb. 68102 25,388

Newark Public Radio, Inc.
WBGO
909 Broad Street
Newark, N. J. 07102 100,000

KRWG-FM
New Mexico State University
Las Cruces, N. M. 88003 23,012

KTDB-FM
P.O. Box 18
Ramah, N. M. 87321 23,012

WAMC-FM
Albany Medical College
Albany, N. Y. 12208 59,718

WBFO-FM
University of New York
Albany, N. Y. 12224 37,668

WSLU-FM
St. Lawrence University
Canton, N. Y. 13617 24,972

WSKG-FM
3311 East Main Street
Endwell, N. Y. 13760 23,012

WCNY-FM
506 Old Liverpool Road
Liverpool, N. Y. 13088 23,012

WBAI-FM
359 62nd Street
New York, N. Y. 10021 104,328

WNYC-AM
2500 Municipal Building
New York, N. Y. 10007 174,284

WNYC-FM
2500 Municipal Building
New York, N. Y. 10007 119,374

WRVO-FM
State University College
Oswego, N. Y. 13126 31,501

WXXI-FM
280 State Street
Rochester, N. Y. 14601 34,345

WMHT-FM
Box 17
Schenectady, N. Y. 12301 32,292

WUNC-FM
University of North Carolina
Chapel Hill, N. C. 27514 38,805

WVSP-FM
Sound and Print United, Inc.
P.O. Box 365
Warrenton, N. C. 27589 35,414

WFDD-FM
Wake Forest University
Winston-Salem, N. C. 27109 23,635

KDSU-FM
North Dakota State University
Fargo, N. D. 58102 23,763

KFJM-AM
University of North Dakota
Grand Forks, N. D. 58201 32,805

WOUB-AM
Ohio University
Athens, Ohio 45701 35,493

WOUB-FM
Ohio University
Athens, Ohio 45701 35,493

WGUC-FM
University of Cincinnati
Cincinnati, Ohio 45221 65,097

WCBE-FM
270 East State Street
Columbus, Ohio 43215 26,802

WOSU-AM
Ohio State University
Columbus, Ohio 43210 74,292

WOSU-FM
Ohio State University
Columbus, Ohio 43210 50,544

WKSU-FM
Kent State University
Kent, Ohio 44242 43,282

WMUB-FM
Miami University
Oxford, Ohio 45056 29,309

WGTE-FM
The Greater Toledo Educational Television Foundation
Toledo, Ohio 43604 75,000

WCSU-FM
Central State University
Wilburforce, Ohio 45384 23,012

WYSO-FM
Antioch College
Yellow Springs, Ohio 45387 32,545

WYSU-FM
Youngstown State University
Youngstown, Ohio 44503 27,433

KOSU-FM
Oklahoma State University
Stillwater, Okla. 74074 23,012

KLCC-FM
Lake Community College
Eugene, Ore. 97405 8,425

KOAC-FM
Oregon Educational & Public Broadcasting Council
Eugene, Ore. 97403 43,963

KWAX-FM
University of Oregon
Eugene, Ore. 97403 26,421

KBOO-FM
3129 S.E. Belmont Street
Portland, Ore. 97214 43,012

KBPS-AM
546 N.E. Twelfth Avenue
Portland, Ore. 97232 48,440

KOAP-FM
2828 S.W. Front Avenue
Portland, Ore. 97201 38,010

WQLN-FM
8425 Peach Street
Erie, Pa. 16509 40,252

WITF-FM
South Central Educational Broadcasting Council
Hershey, Pa. 17033 43,012

WUHY-FM
4548 Market Street
Philadelphia, Pa. 19139 44,967

WDUQ-FM
Duquesne University
Pittsburgh, Pa. 15219 36,416

WQED-FM
4802 Fifth Avenue
Pittsburgh, Pa. 15213 36,648

WVIA-FM
Old Boston Road
Jenkins Township
Pittston, Pa. 18640 43,755

WIPR-AM
P.O. Box 909
Hato Rey, Puerto Rico 00919 71,606

WSCI-FM
26 Broad Street
Charleston, S. C. 29401 32,722

WEPR-FM
South Carolina ETV Commission
Columbia, S. C. 29250 32,722

KESD-FM
South Dakota State University
Brookings, S. D. 57006 38,512

KUSD-AM
University of South Dakota
Vermillion, S. D. 57069 26,817

WSMC-FM
Box 870
Collegedale, Tenn. 37315 37,853

WETS-FM
East Tennessee State University
Johnson City, Tenn. 37601 23,849

WUOT-FM
The University of Tennessee
Knoxville, Tenn. 37916 48,237

WKNO-FM
Memphis Community Television Foundation
Memphis, Tenn. 38152 23,012

WMOT-FM
Middle Tennessee State University
Murfreesboro, Tenn. 37130 44,030

WPLN-FM
Public Library of Nashville & Davidson Co.
Nashville, Tenn. 37203 67,588

KUT-FM
P.O. Box 7158
Austin, Texas 78712 75,423

KVLU-FM
Lamarr University
Beaumont, Texas 77710 37,082

KETR-FM
East Texas State University
Commerce, Texas 75428 23,012

KERA-FM
3000 Harry Hines Boulevard
Dallas, Texas 75201 36,345

KTEP-FM
University of Texas at El Paso
El Paso, Texas 79968 24,199

KPFT-FM
419 Lovett Boulevard
Houston, Texas 77006 43,710

KNCT-FM
Central Texas College
Killeen, Texas 76541 35,118

KUSU-FM
Utah State University
Logan, Utah 84322 33,140

KBYU-FM
Brigham Young University
Provo, Utah 84602 35,727

KUER-FM
University of Utah
Salt Lake City, Utah 84112 40,112

WVPA-FM
Vermont Public Radio
100 Dorset Street
South Burlington, Vt. 05401 75,000

WMRA-FM
James Madison University
Harrisonburg, Va. 22801 19,000

WTGM-FM
5200 Hampton Boulevard
Norfolk, Va. 23510 23,012

WRFK-FM
3401 Brook Road
Richmond, Va. 23227 23,012

WVWR-FM
Virginia Western Community College
Roanoke, Va. 24015 26,489

Spokane Public Broadcasting Association
Eastern Washington State College
Cheney, Wash. 99004 25,000

KWSU-AM
Washington State University
Pullman, Wash. 99163 54,536

KUOW-FM
University of Washington
Seattle, Wash. 98195 48,859

KTOY-FM
1101 South Yakima Avenue
Tacoma, Wash. 98405 30,210

WVPB-FM
P.O. Box AH
Beckley, W. Va. 25801 23,138

WGTD-FM
3520 30th Avenue
Kenosha, Wisc. 53140 9,500

WLSU-FM
University of Wisconsin
La Crosse, Wisc. 54601 25,348

WERN-FM
732 North Midvale Boulevard
Madison, Wisc. 53705 127,692

WHA-AM
University of Wisconsin
Madison, Wisc. 53706 115,009

WUWM-FM
University of Wisconsin
Milwaukee, Wisc. 53201 36,212

Thad Holt
1510 First National
Birmingham, Alabama 35203 1,631

Walter Wiesman
5018 Panorama Drive
Huntsville, Alabama 35801 490

Coordinators, Inc.
2737 Devonshire Place, N.W.
Washington, D.C. 20008 1,750

Marian W. Hart
2442 Huidekoper Place, N.W.
Washington, D.C. 20007 1,560

Samuel C. O. Holt
3532 Edmunds Street, N.W.
Washington, D.C. 20007 28,144

Nellie J. Jackson
5733 Nebraska Avenue, N.W.
Washington, D.C. 20015 1,945

Anne M. Renshaw
2910 Military Road, N.W.
Washington, D.C. 20015 1,155

Douglas Vernier
3904 Oak Park Circle
Waterloo, Iowa 50701 2,936

Presley D. Holmes
11909 Tallwood Court
Potomac, Md. 20854 16,315

Larry Josephson
5 West 87th Street
New York, N. Y. 10024 18,043

Al Hulsen
University of Cincinnati
Cincinnati, Ohio 45221 4,411

Gale A. Gilbreath Associates
4908 Lunar Drive
Columbus, Ohio 43214 20,820

Anne E. Gudenkauf
223 East Kelso Road
Columbus, Ohio 43202 5,266

Judith W. Holloway
8101 Bainbridge Road
Alexandria, Va. 22308 20,367

Ann Reed
1317 North Fort Myer Drive
Arlington, Va. 22209 875

Total Category IV-B.(1) $ 67,778,640

(2) By Providing Training Internships, Fellowships, and Workshops:

Alabama Educational Television
2101 Magnolia Avenue
Birmingham, Alabama 35205 $ 19,685

KAKM-TV
3211 Providence Drive
Anchorage, Alaska 99504 10,297

KAET-TV
Arizona State University
Tempe, Ariz. 85281 4,398

KUAT-TV
University of Arizona
Tucson, Ariz. 87521 2,598

KETS-TV
350 South Donaghey
Conway, Ark. 72032 4,634

KEET-TV
P.O. Box 13
Eureka, Calif. 95501 1,860

KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 21,847

KVIE-TV
P.O. Box 6
Sacramento, Calif. 95801 15,685

KPBS-TV
San Diego State University
San Diego, Calif. 92182 33,436

KQED-TV
1011 Bryant Street
San Francisco, Calif. 94103 5,788

KTSC-TV
900 West Orman Avenue
Pueblo, Colo. 81004 3,150

Connecticut Educational Television Corporation
24 Summit Street
Hartford, Conn. 06106 12,790

WETA-TV
P.O. Box 2626
Washington, D.C. 20013 27,041

WJCT-TV
2037 Main Street
Jacksonville, Fla. 32206 1,275

WLRN-TV
1410 N.E. Second Avenue
Miami, Fla. 33132 4,778

Hawaii Public Broadcasting Authority
KHET
2350 Dole Street
Honolulu, Hawaii 96822 7,200

WTVP-TV
1501 West Bradley Avenue
Peoria, Ill. 61625 5,432

KPTS-TV
352 North Broadway
Wichita, Kansas 67202 6,946

WKLE-TV
Kentucky Authority for Educational Television
600 Cooper Drive
Lexington, Ky. 40502 4,260

WYES-TV
P.O. Box 24026
New Orleans, La. 70184 5,113

WCBB-TV
1450 Lisbon Street
Lewiston, Maine 04240 3,329

Maine Public Broadcasting Network
WMEB
University of Maine
Orono, Maine 04473 2,849

WGBY-TV
1 Armory Square
Springfield, Mass. 01105 3,886

WGVC
Grand Valley State College
Allendale, Mich. 49401 4,725

WTVS-TV
7441 Second Boulevard
Detroit, Mich. 48202 4,419

KTCA-TV
1640 Como Avenue
St. Paul, Minn. 55108 8,956

Mississippi Authority for ETV
P.O. Drawer 1101
Jackson, Mississippi 39205 5,749

University of Missouri
215 University Hall
Columbia, Missouri 65201 8,000

KCPT-TV
2100 Stark
Kansas City, Missouri 64126 3,181

KOZK-TV
MPO Box 21
Springfield, Missouri 65801 3,144

6996 Millbrook Boulevard
St. Louis, Missouri 63130 11,613

KUON-TV
P.O. Box 83111
Lincoln, Neb. 68501 2,927

New Jersey Public Broadcasting Authority
1573 Parkside Avenue
Trenton, N. J. 08638 9,570

KNME-TV
1130 University Boulevard, Northeast
Albuquerque, N. M. 87102 3,909

KRWG-TV
New Mexico State University
La Cruces, N. M. 88003 1,642

WCNY-TV
506 Old Liverpool Road
Liverpool, N. Y. 13088 4,097

WNET-TV
356 West 58th Street
New York, N. Y. 10019 12,149

WXXI-TV
P.O. Box 21
Rochester, N. Y. 14601 8,148

WMHT-TV
Box 17
Schenectady, N. Y. 12301 997

WNPE-TV
P.O. Box 114
Watertown, N. Y. 13601 4,547

UNC Television Network
WUNC
202 University Square West
Chapel Hill, N. C. 27514 4,961

WCET-TV
1223 Central Parkway
Cincinnati, Ohio 45214 9,634

WOSU-TV
2400 Olentangy River Road
Columbus, Ohio 43210 1,592

WPTD-TV
3440 Office Park Road
Dayton, Ohio 45439 8,556

WGTE-TV
415 North St. Clair Street
Toledo, Ohio 43604 16,856

KOKH-TV
1801 North Ellison
Oklahoma City, Okla. 73106 958

Oklahoma Educational TV Authority
P.O. Box 14190
Oklahoma City, Okla. 73114 897

Oregon Educational and Public Broadcasting Service
KOAC/KOAP
P.O. Box 1097
Portland, Ore. 97207 4,702

WQLN-TV
8425 Peach Street
Erie, Pa. 16509 5,379

WHYY-TV
4548 Market Street
Philadelphia, Pa. 19139 10,031

WQED-TV
Metro Pittsburgh Public Broadcasting Inc.
4802 Fifth Avenue
Pittsburgh, Pa. 15213 11,382

KVZK-TV
P.O. Box 2567
Pago Pago,
American Samoa 96799 2,002

South Carolina Educational Television Commission
P.O. Drawer L
Columbia, S. C. 29250 7,964

KESD-TV
South Dakota State University
Brookings, S. D. 57006 12,237

WKNO-TV
Box 80000
Memphis, Tenn. 38152 2,090

KLRN-TV
P.O. Box 7158
Austin, Texas 78712 7,464

KEDT-TV
P.O. Box 416
Corpus Christi, Texas 78403 2,394

KUHT-TV
4513 Cullen Boulevard
Houston, Texas 77004 458

KBYU-TV
Brigham Young University
Provo, Utah 84602 4,523

KUED-TV
101 Music Hall
Salt Lake City, Utah 84112 2,975

WCVE-TV
23 Sesame Street
Richmond, Va. 23235 5,631

KWSU-TV
Washington State University
Pullman, Wash. 99163 4,500

KCTS-TV
University of Washington BH-10
Seattle, Wash. 98195 18,990

KCPQ-TV
4400 Steilacoom Boulevard
Tacoma, Wash. 98499 6,800

WMVS-TV
1015 North Sixth Street
Milwaukee, Wisc. 53203 2,415

WSWP-TV
P.O. Box AH
Beckley, W. Va. 25801 7,229

WMUL-TV
Third Avenue
Huntington, W. Va. 25701 4,639

WLRH-FM
222 Holmes Avenue, East
Huntsville, Alabama 35801 1,901

KUAT-FM
University of Arizona
Tucson, Ariz. 85721 2,224

KPFA-FM
2207 Shattuck Avenue
Berkeley, Calif. 94704 4,387

KPFK-FM
3729 Cahuenga Boulevard
North Hollywood, Calif. 91604 9,905

KUOP-FM
3601 Pacific Avenue
Stockton, Calif. 95211 6,855

WAMU-FM
The American University
Washington, D.C. 20016 6,647

WSUI-AM
University of Iowa
Iowa City, Iowa 52242 2,581

KANU-FM
University of Kansas
Lawrence, Kansas 66045 7,664

KMUW-FM
Wichita State University
Wichita, Kansas 67208 5,062

WBKY-FM
University of Kentucky
Lexington, Ky. 40506 950

WBJC-FM
Community College of Baltimore
Baltimore, Md. 21215 2,100

WBUR-FM
630 Commonwealth Avenue
Boston, Mass. 02215 8,031

WGBH-FM
WGBH Educational Foundation
Boston, Mass. 02134 12,102

WDET-FM
Wayne State University
Detroit, Mich. 48202 2,120

WKAR-AM/FM
Michigan State University
East Lansing, Mich. 48824 5,009

WSCD-FM
1200 Kenwood Avenue
Duluth, Minn. 55811 4,024

KUOM-AM
330 21st Avenue, South
Minneapolis, Minn. 55455 5,729

KRSW-FM
400 Sibley Street
St. Paul, Minn. 55101 7,907

KSJN-FM
Minnesota Educational Radio, Inc.
St. Paul, Minn. 55101 10,522

KBIA-FM
University of Missouri
Columbia, Missouri 65201 6,166

KWMU-FM
8001 Natural Bridge Road
St. Louis, Missouri 63121 2,492

KUFM-FM
University of Montana
Missoula, Montana 59801 5,891

KNPR-FM
Nevada Public Radio Corporation
P.O. Box 43177
Las Vegas, Nev. 89104 1,389

Albuquerque Public Broadcasting Corporation
KIPC-FM
P.O. Box 6067
Albuquerque, N. M. 87107 4,298

WBFO-FM
University of New York
Albany, N. Y. 12224 1,600

WEBR-AM
23 North Street
Buffalo, N. Y. 14202 10,142

WBAI-FM
359 East 62nd Street
New York, N. Y. 10021 5,828

WXXI-FM
280 State Street
Rochester, N. Y. 14614 2,625

WUOT-FM
The University of Tennessee
Knoxville, Tenn. 37916 3,126

KUT-FM
P.O. Box 7158
Austin, Texas 78712 7,147

KERA-FM
3000 Harry Hines Boulevard
Dallas, Texas 75201 5,058

KUOW-FM
University of Washington
Seattle, Wash. 98195 6,531

WHA-AM
University of Wisconsin
Madison, Wisc. 53706 7,470

WUWM-FM
University of Wisconsin
Milwaukee, Wisc. 53201 1,857

Ann F. King
1718 34th Street, N.W.
Washington, D.C. 20007 1,044

Topper Carew
50-A East Springfield Street
Boston, Mass. 02143 23,371

David J. LeRoy
1140 Ocala Road
Tallahassee, Fla. 32304 8,901

Alan Kaplan
1801 Bolton Street
Baltimore, Md. 21217 3,455

Cheryl Jefferson
614 South First Street
Austin, Texas 78704 1,200

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 264,017

Total Category IV-B.(2) 952,637

Total Category IV-B $68,731,277

C. Develop Public Awareness and Understanding by Program Promotion and Advertising:

KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 $ 50,000

KPBS-TV
San Diego State University
San Diego, Calif. 92182 9,725

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 40,000

Public Broadcasting Service
485 L'Enfant Plaza, S.W.
Washington, D.C. 20024 211,847

WTTW-TV
5400 North St. Louis Avenue
Chicago, Ill. 60625 50,000

WGBH-TV
125 Western Avenue
Boston, Mass. 02134 51,500

KETC-TV
6996 Millbrook Boulevard
St. Louis, Missouri 63130 50,000

Newark Public Radio, Inc.
909 Broad Street
Newark, N. J. 07102 45,073

New Jersey Public Broadcasting Authority
1573 Parkside Avenue
Trenton, N. J. 08638 1,965

WNED-TV
P.O. Box 1263
Buffalo, N. Y. 14240 2,000

WNET-TV
356 West 58th Street
New York, N. Y. 10019 66,000

WMHT-TV
Box 17
Schenectady, N. Y. 12301 2,000

WHYY-TV
4548 Market Street
Philadelphia, Pa. 19139 50,000

Organizing Committee for the Sixth Annual Telecommunications Policy Conference
University of Southern California
Los Angeles, Calif. 90007 5,000

National Information Center for Volunteerism
P.O. Box 4179
Boulder, Colo. 80302 9,097

Dudley S. Carpenter
3311 Eye Street, S.W.
Washington, D.C. 20024 1,032

Delta Sigma Theta, Inc.
1707 New Hampshire Avenue, N.W.
Washington, D.C. 20009 129,225

Peter Dirr
700 Seventh Street, S.W.
Washington, D.C. 20003 31,259

Roberta Faul
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 5,616

Federal Organization for Professional Women
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 1,000

David LeRoy
1140 Ocala Road
Tallahassee, Fla. 32304 4,500

Douglas Vernier
3904 Oak Park Circle
Waterloo, Iowa 50701 300

Westat, Inc.
11600 Nebel Street
Rockville, Md. 20852 81,284

Hennig Jardim Associates, Inc.
70 Oak Street
Weston, Mass. 02193 300

Native American Public Broadcasting Consortium
University of Nebraska
Lincoln, Nebraska 68508 103,113

Robert B. D. Carlisle
82 Eagle Rock Way
Montclair, N. J. 07042 21,300

Yankelovich, Skelly and White, Inc.
575 Madison Avenue
New York, N. Y. 10022 31,269

M. Jane Puryear
3501 21st Avenue, North
Arlington, Va. 22207 5,852

Ann Reed
1317 North Fort Myer Drive
Arlington, Va. 22209 7,261

Arthur Cromwell
120 Channel Terrace
Falls Church, Va. 22046 $ 1,038

Total Category IV-C 1,068,554

Total Category IV 70,084,913

Total Grants, Contracts and Awards 109,073,829

Project Administration Costs 3,017,058

Other Project Related Costs 1,143,524

Total Projects and Activities $113,234,411

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James R. Killian, Jr.
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Robert S. Benjamin
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Morris Brown College
Atlanta, Georgia

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Executive Vice President

Thaddeus Garrett, Jr.[4]
Vice President, Human Resources

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Adele S. Greene
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Ben Posner[5]
Vice President, Finance and Administration, and Treasurer

Donald R. Quayle[6]
Senior Vice President, Broadcasting

[1] *Succeeded by Sharon Percy Rockefeller, Charleston, West Virginia, October 20, 1977*
[2] *Succeeded by Gillian M. Sorensen, New York, New York, October 20, 1977*
[3] *Succeeded Scott S. Miller in June 1977*
[4] *Elected September 1977*
[5] *Succeeded by James B. Cardwell, elected November 1977*
[6] *Resigned September 1977*